

ELECTRICAL
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WEEK

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

How White Goods Shape-Up p2

**Where Radio-TV Sales
Are Heading** p3

MID-YEAR ROUND-UP

**EM WEEK
EXCLUSIVE**

**Specifications
For Electric Shavers** p13

STRAIGHT FROM WASHINGTON

LOOK FOR A BUSINESS RISE IN DEPRESSED AREAS

that take advantage of the government's new area redevelopment program. The first of these is Gassville, Ark., a town of about 250 people in the Ozarks. Federal funds will build a water-works; local money will build a shirt factory that eventually will employ 1,000 persons. Something like this will bring boom times to Gassville.

Seven other areas have qualified for such aid: Cambridge, Md.; Hagerstown, Md.; Auburn, N.Y.; Providence-Pawtucket, R.I.; Huntington-Ashland, W. Va.; Cedartown-Rockmart, Ga., and New Bedford, Mass. Other areas with programs under consideration are in Colorado, Connecticut, Georgia, Indiana, Massachusetts, Michigan, Montana, New Jersey, New York, Ohio and Pennsylvania. ■

FEWER TOURIST PURCHASES ABROAD ARE LIKELY

under a new law restricting duty-free foreign purchases to \$100 per person. Previously, an American traveling abroad could bring home \$500 worth of purchases without paying any duty. The restriction was requested by President Kennedy as one means of stemming the outflow of gold, which assumed serious proportions last year, but has improved in recent months. ■

SPREAD OF APPLIANCES IN AMERICAN HOMES

is highlighted by advance tabulation of the 1960 census of housing. The Census Bureau finds, for example, that more than 86% of the nation's 53 million households have at least one TV set, 10% have two or more sets. More than 91% have at least one radio set.

Percentages decline for other appliances. Washing machines are reported in 62% of all households, with about three in eight having automatic or semi-automatic machines. About 10% have electric or gas dryers. Census describes home food freezers as still in a stage of expanding use. About one in six households has one at present. ■

THE RECOVERY IN MANUFACTURERS' SALES

continued through June, reports the Commerce Department. Its Office of Business Economics says such sales increased nearly 1% from May to June. A major part of the rise was concentrated in the motor vehicle and industrial machinery industries. Factory stocks remained unchanged through June. ■

REVIVAL OF THE FAIR TRADE BATTLE

in Congress promises to be a lengthy affair. Proponents, headed by Sen. Hubert Humphrey (D-Minn.), are in no hurry, since their chances this year are nil. Thus, they plan to stretch hearings through the fall in an effort to whip up some sympathy. The administration is uninterested. ■

MID-YEAR TURN AROUND:

Bad First Half—But

Even nature moved in to help the dealer as the tide began to turn. In the East, completely defying long-established patterns, air conditioners began to go like hotcakes just after July 4.

Earlier in the season, some Eastern dealers had reported sales off 90%. But July's sudden heat wave had them screaming to distributors for more.

Air conditioner sales, though, have their own rules. Most appliances were following a clear-cut trend. And, as the year entered its second half, that trend was up, sharply in some areas.

General first half woes beset the appliance dealer everywhere. In the first quarter—the low ebb—the gross national product was off \$5.6 billion from the last quarter of 1960. The appliance dealer felt it as no one else. And, for him, there were some particularly bad angles in the recession. Housing starts took a startling dive in a bad winter. Appliances dove with them. First quarter sales of furniture and appliances were 6.3% below those of the first quarter of 1960. Dealers frantically looked for signs of a turn-around.

And when spring arrived, they spotted them. At the time Sales Manager Harry Cohen of Cleveland's Appliance City said, "Things are starting to go now. We expect a good pick-up about mid-April."

Here's what Harry Cohen says today: "Business is up about 10%. Things are moving steadily. Our margins are down because our sales are in the medium price range."

Consumer attitudes had changed around the country. Another Cleveland, Bob Kent, Snow Brothers president, pointed to signs of the change. "People are coming in with a different attitude. Last year it was, 'What's the cheapest?' now it's, 'What's the best brand at the lowest price?'"

May was the turning point around the country. Typically, in April, Carlson's in Santa Monica, Calif., saw a particularly bad first quarter, with March taxes and an early Easter doing real damage. How do things look now? "We've done exceptionally well this half year. We've gone over any previous figures. July has been fantastic in both white and brown goods. We had our biggest day in 25 years last weekend."

Everything adds up to more money in the pockets of consumers during the next six months. Will they be ready to spend it? Give that one a cautious "Yes." All indications are that it will take real selling to get their cash. To see how different appliances stand at the turning point, here are some key figures:

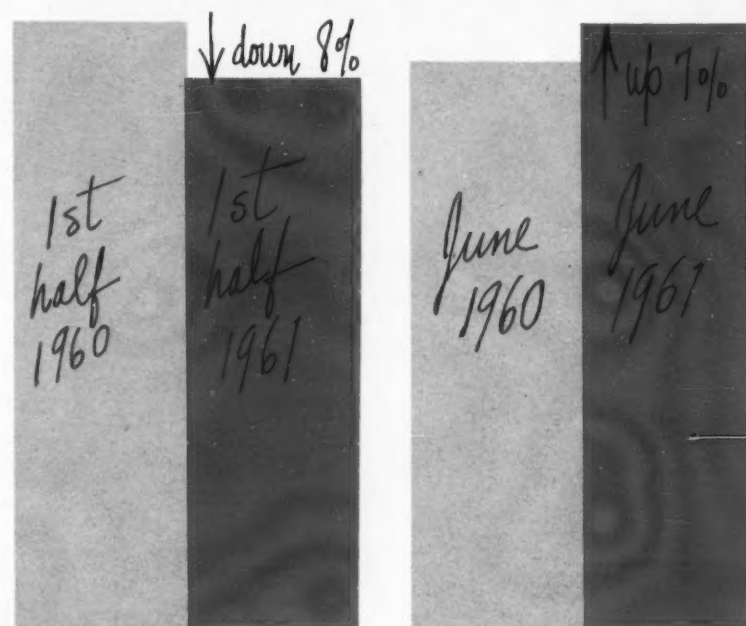
White Goods

According to the U.S. Department of Commerce, the economy is gaining momentum and "the increased rate of housing starts, low inventories and the introduction of new models should give impetus to the sale of household appliances." The Commerce Department went on to say, however, "that because of a poor first half, sales for 1961 were expected to be somewhat less than in 1960."

How much less is "somewhat less" is anyone's guess, but the following analysis of available figures showing how first half white goods shipments from manufacturers compared to the first half of 1960 proves that things could have been worse and are likely to get much better.

Home Laundry—"Factory sales of automatic washers during June showed a substantial increase of 16% over June, 1960," according to Guenther Baumgart, president of the American Home Laundry Manufacturers' Assn. Moreover, sales of all home laundry appliances were up

Home Laundry Upturn At End Of The First Half Highlights



Contrast in home laundry sales for first half vs. June pinpoints change.

Here's What's Ahead

7% during the month from June of last year. Even combination washer-dryers, which have been deep in the doldrums all year, showed a 5% increase.

At the end of the first half of the year, all home laundry products were still behind 1960's figures. Automatic washers were behind by 2%, wringer washers were behind by 13%, combinations were down 34%, electric dryers were down 11% and gas dryers were behind by 20%. Total sales of all home laundry products were down 8%.

While no wild-eyed optimist could be found to predict that the second half of 1961 would overcome the poor first half and push this year's sales above 1960's, people in the home laundry business could take heart from the fact that automatic washers were within 2% of last year's figures (and have probably gone ahead during July). Since automatic washers account for 53.3% of all home laundry appliance sales, continued improvement in this product category will brighten the total picture.

Sales of automatic washers in the second half would only have to be about 20% better than they were in the first half to make 1961 a better year than 1960. Since the fall and winter seasons are traditionally better selling times for laundry equipment, the outlook today is much brighter than it was even a few weeks ago.

Gas Appliances—Gas ranges are following the pattern set by most other appliances and manufacturers' sales have begun to climb. The first half figures show that free standing gas ranges are 10% behind 1960 and built-ins are only 1.7% behind 1960. However, in June, free-standing ranges showed a 3.4% increase over the previous June while built-ins fell off 4.1% for the same period.

The problems besetting the home building industry are being shared

by the gas appliance industry. Gas water heaters, for example, are ahead of 1960 sales by 13,300 units in spite of a decline in June of 27.7% from last year's shipments in the same month.

Other Major Appliances—First half figures for other white goods were still not available last week but indications are that the worst is behind. Dishwashers, which had a healthy increase in a bad market last year, are still moving well. There were 288,700 shipped in the first six months of this year compared to 277,600 shipped in the same period in 1960.

Refrigerators have just about caught up to last year's performance. At the end of June, sales were only 51,400 units behind 1960 and indications are that July was a big month in most sections of the country. Dealers have not loaded up, hoping for a hot summer, so now that it is here, good activity at the retail level will be reflected immediately in manufacturers' shipments.

Food waste disposers are ahead of last year. By the end of June, 1960, manufacturers had shipped 363,000 disposers. This year, first half shipments were 387,000. Freezers, on the other hand, are behind last year's performance by 82,000 units. Sales in June were a healthy 109,200 units, so a continued improvement would conceivably erase the existing deficit.

Brown Goods

All eyes in the consumer electronics industry are focused on the consumer.

The industry consensus: If the anticipated movement at retail materializes in the second half, it's going to be a splendid year.

Explained the television sales manager of a large Eastern manufacturer

Continued on page 25

MIDWEST . . . CHICAGO—They were crying the blues in Chicago—and not just on Rush Street. What looked like a good chance for a pickup early in July—when distributors felt a surge of movement to dealers—fizzled out as Windy City dealers turned the corner on summer and crossed their fingers for fall.

Generally, refrigeration was doing fair to middling and air conditioning worse, after a spurt of activity in mid-June. Laundry was disappointing. TV was holding its own. And stereo was struggling to keep up its end of the brown goods balance sheets.

Fred Trage, an owner of Trage Brothers Appliance Co. in Forest Park, picked up the phone on a steamy day last week and griped. "Business is terrible, that's why I've got the time to talk to you."

Trage had a good white goods month in June—primarily because of air conditioning. "But this month . . ." he shrugged.

"Pricing has been so bad," said Howard Kennan of multi-store Nelson Brothers Furniture Co. But he admitted his business wasn't being particularly hurt by soft prices.

Another multi-store suburban dealer had a different story: "Soft prices haven't helped move piece No. 1, except in air conditioning where I'm finally doing some business. But why not? I'm only taking 10% out."

Price tags took a special beating in refrigeration, where last month's manufacturer price cuts were filtering down to dealers. Double-door, 13-cubic-foot, automatic defrost boxes were consistently down in the \$230 area. And frost free has been coming in as low as \$289.

A store manager at South Town Refrigeration Corp. had his gripes too: He has been experimenting with promotions, jacking up his advertising, trying to jar customers out of their lethargy. But, he said, "The ads don't seem to pull too much. When they're not buying, they're just not buying."

None of the dealers interviewed admitted to inventory problems. They said they'd been playing it especially close to the bone on air conditioning. But distributors had their worries: Namely, unloading their late-summer white goods special buys.

SOUTH . . . LITTLE ROCK—The 1961 appliance sales year started slowly at Little Rock, but the pace has been more and more brisk as the year wears on, many dealers were saying.

The dealers attributed the improving business to a more optimistic attitude about the economy. Employment has moved back toward a normal level and people are more apt to spend their money for white goods, according to the consensus.

"Ridiculous as it may sound," one dealer said, "this war talk may have had something to do with our selling more white goods recently. They don't think the merchandise is going to get

any cheaper and they're afraid it's going to get scarce."

Promotions and occasional sales have helped to stimulate appliance sales. Many downtown stores cut prices on appliances, for example, in participating in Downtown Little Rock Unlimited's recent "million dollar sale." Individual stores have had special promotions too.

Curtis Finch, Sr., a veteran dealer with appliance stores at both Little Rock and North Little Rock, said that only air conditioner sales were lagging. "That's 100% due to the weather," he said. "The hot weather this week is the first we've really had all summer." August can still be a good month for air conditioners, he said, but, at that, the season's sales probably won't equal those of 1960.

WEST . . . CHEYENNE, WYO.—Paced by a tremendous boom in refrigerator sales, Cheyenne's electrical appliance sales have been good this year.

Most dealers reported that sales were equalling last year's record volume, or were just slightly off.

Fred Nylander, commercial manager for Cheyenne Light Fuel and Power Co., said nearly all lines of appliances were moving exceptionally well "but air conditioning and refrigerators are the stars." He said both commercial and domestic air conditioning units are selling surprisingly well; Cheyenne had not been considered a prime market for air conditioning equipment.

Paul Fintus of Automatic Electric (Hotpoint) reported that built-in ovens, refrigerators and washers were doing well, while dishwashers, free-standing ranges and television sets were moving slowly.

Fintus and Les Harnish of B. Davis Furniture Co. (Frigidaire) both reported good markets for used appliances. "We can sell 'em as fast as we can get 'em," Fintus said. "We can't keep enough used refrigerators and ranges in stock."

Harnish said many Cheyenne residents have been renovating their apartments and putting in better equipment. He attributed this trend to the boost in used appliance sales.

Harnish predicted that the stereo and television business would pick up when new models become available. Harnish said housewives have shown a tendency to become more selective with their buying.

Lyle Harsch of Ranchers Appliance (Westinghouse-Maytag) said his sales were "slightly up over the first quarter of 1961, but nothing to get excited about." He said refrigerator and laundry equipment were his best sellers and attributed the bulk of his sales to "a replacement market."

"We've been getting an exceptional surge of service calls, so we know people are counting their money," Harsch said. "Items which would have been traded in last year are now being repaired instead."

White Goods Manufacturers' Sales Figures Through June

	1st ½ '60	1st ½ '61	% change	June '60	June '61	% change
AHLMA (units)						
All Home Laundry	2,165,169	1,992,868	- 8 %	351,717	375,318	+ 7 %
Washers						
Auto & semi-Auto	1,228,852	1,199,447	- 2 %	206,687	239,107	+16 %
Wringer	373,854	324,518	-13 %	70,268	65,188	- 7 %
Combos	79,866	52,893	-34 %	9,812	10,318	+ 5 %
Dryers						
Elec.	312,328	277,470	-11 %	42,047	43,402	+ 3 %
Gas	170,269	138,540	-20 %	22,903	17,303	-24 %
GAMA (units)						
Ranges						
Gas Ranges	936,000	857,100	- 8.4%		169,200	+ 1.6%
Free Standing	762,900	686,900	-10 %	127,600	131,900	+ 3.4%
Built-In	173,100	170,200	- 1.7%	38,900	37,300	- 4.1%
Water Heaters						
	1,355,300	1,368,600	+ 1 %	265,000	185,200	-27.7%

AHEAD IN THE NEWS

OPTIMISM AT MOTOROLA: "There's tremendous consumer interest," according to Edward R. Taylor, Motorola executive vice president, who last week finished a trip around the country talking to dealers, distributors and the public. But he warned dealers.

"If the dealers follow the right path and advertise and promote aggressively, there are volume and good profits. The customer can be coaxed and will buy. But if the dealer goes for price cutting and goofy premiums," Taylor went on, dealers will lose their opportunity of racking up sales. He wants dealers to promote in a "standard, stable way."

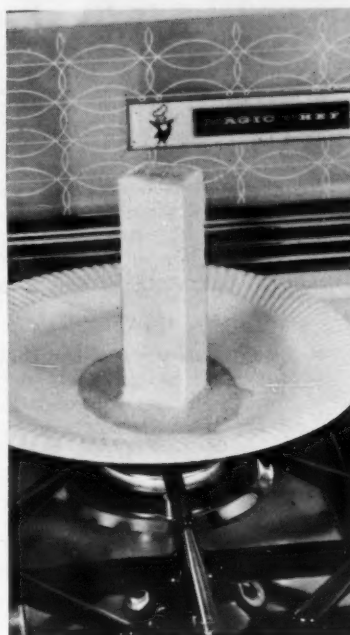
LOOKING AHEAD: The 1962 National Housewares Manufacturers Assn. National Housewares Exhibit will be held Jan. 15 (a Monday) through Jan. 19 in McCormick Place, Chicago. The Los Angeles Winter Markets will be held Jan. 14-19 and the San Francisco Mart will have its show Jan. 22-26.

A BOOST FOR TV SERVICE will be televised by G-E as the World Series begins this fall. Commercials will feature Mel Allen, the sportscaster, who will use a professional test pattern to show viewers that their television receivers need to be tuned up. Allen's pattern will refer to two-page ads in regional issues of "TV Guide," which will list local service dealers.

The theme: "World Series Week is TV Tune Up Week." The promotion will run from Sept. 30 to Oct. 6, timed to coincide with the beginning of the World Series on Oct. 4, a major TV-viewing period.

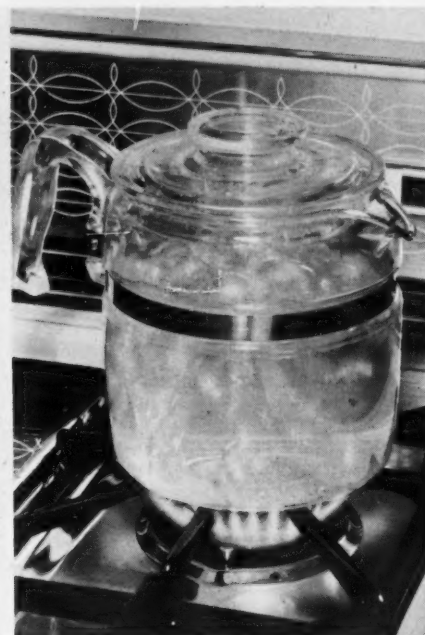
AND NOW, TRANSISTORS FROM PAKISTAN? Toshiba, the Japanese industrial giant, has signed a 10-year technical aid agreement with Fecto, Ltd., of Pakistan designed to make Pakistan a self-sufficient producer of transistor radios. The Japanese company will make available equipment and component parts, assign field engineers to the Pakistani plant and train Fecto technicians in Japan. Production aim of the arrangement: 2,000 two-band table radios each month.

JAPANESE TV EXPORT PLANS REPORTED have received a complete denial from Hitachi Ltd. Rumors filtering back from Tokyo had said Hitachi was dickering with U.S. set manufacturers to export Japanese chassis to America. Hitachi dismissed the reports as "confounding." EM WEEK checked with Robert Sampson, Hitachi radio distributor in the U.S. Sampson said that, while "we've been investigating for three years," there have been "no commitments." But Sampson made it clear he would like to get into the U.S. TV market with a Japanese set and revealed he plans to visit Tokyo later this month with talks in mind.



**NEW HIGH—
OR LOW—IN
GAS HEAT
CONTROL**

This new gas burner developed by Magic Chef demonstrates its heat range by melting butter on a paper plate (low flame is 140 degrees) or, at the other end of the scale, boiling a quart of water in 2½ minutes (high setting is 1,000 degrees). The secret, says Magic Chef, is evenly distributed heat.



New Brown Goods Entry?

Although it's known mostly for records (Frank Sinatra and others) Capitol Records Co. Inc., last week looked ready to plunge into the profitable, booming U.S. brown goods business after signing an agreement with Toshiba Musical Industry Co., Ltd., of Japan.

Initial emphasis of the agreement between the British-owned U.S. record manufacturer and the subsidiary of the broad-line Tokyo Shibaura Electric Co. ("the Westinghouse of Japan") will be on making Capitol records in Japan. But the announcement in Tokyo foresaw the distribution of Toshiba-made record players, stereo amplifiers and "such other musical equipment" through Capitol's U.S. sales network.

Capitol bought into the Toshiba subsidiary to the tune of \$45,000, equivalent to about 10% of the increased capital of the Japanese firm.

How would the imports be marketed? No details were given; the announcement spoke only of "anticipations." But there has been a pattern to

Capitol's recent reorganizations which gave a clue.

Capitol already has a marketing arm—Capitol Records Distributing Corp.—made up of 27 company-owned branches and seven independent contract distributors spotted around the United States. The agreement in Japan, moreover, came at a time when the record business has been slipping and when Capitol has been seeking new sources of business.

So far, Capitol, of which Electrical and Musical Instruments Ltd. (EMI) of England owns about 97%, markets only a Symphonic-built phonograph under the Capitol nameplate.

But Capitol formed a subsidiary, EMI-US, which includes a consumer products division that exists primarily on paper; it has no consumer products manufacturing properties. Handling Toshiba products in the United States could put this division solidly into the brown goods field. Toshiba radios now are marketed in the United States by Transistor World Corp.

The Color Tube Battle: Round 2

The running battle between Motorola and RCA over the new 23-inch color television tube was left simmering last week after an earlier brisk battle of words (EM WEEK, July 31, p4).

But there was plenty of action at Motorola's Franklin Park, Ill., plant.

"We've been swamped with telephone calls," explained Edward R. Taylor, Motorola's executive vice president. "The calls are going all over our outfit. Some have gone to Bob Galvin (company president) or to me or to our purchasing department."

Some competing set manufacturers got their first look at the new set last week, Taylor said.

The tube manufacturers, key to the future of this tube, will begin show-

ing up this week for their first look at the development.

Motorola wants the tube makers to produce this tube for the industry, and will turn over all its technical information. "It's not in our province to tell tube manufacturers how to build this," explained Taylor.

Industry reaction was guarded, but everyone wanted to take a look at the new tube, which could reduce current color set front-to-back dimensions by 4 to 6 inches.

Pointed out one cautious official: "Sure we want to see the tube. But remember, you've got to differentiate between a laboratory prototype and a model ready for the market. We don't know yet for sure if this tube can be produced economically."

Who will produce the tube is still anyone's guess right now, but Motorola is making no secret of its most logical choice—RCA.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

MORE PLAIN TALK



Model GA-1400

ON GAS REFRIGERATORS



Gas refrigerators not only represent a huge *potential* market which can bring substantial profit to dealers, but are a factor in *today's* refrigeration picture. The evidence is mounting that, *when properly merchandised, advertised and sold*, the RCA WHIRLPOOL gas refrigerator is a real profit-maker . . . and highly salable.

For example, one well-known midwestern gas utility took the initiative recently with a complete package designed to put the RCA WHIRLPOOL No-Frost Gas Refrigerator "on the map" in the community. Included was a premium package, special trial plan, and an exceptionally hard-hitting advertising campaign to sell the many special benefits of this unique unit.

The results were outstanding. From a standing start, sales of RCA WHIRLPOOL gas refrigerators boomed, and continue at a brisk pace today. These units *stay* sold, too, even when they are offered on a liberal trial plan. Users love them!

Another success story comes from the west coast, where there has been substantial interest among a number of dealers . . . resulting in outstanding sales performance. In the Los Angeles area the RCA WHIRLPOOL Gas Refrigerator is *hot*. Aggressive promotion and advertising have paid dividends for a number of dealers who have actually "built themselves a market".

Dealers are making a real profit on every unit they sell, too, because they are in the best possible competitive position! The RCA WHIRLPOOL remains the *first* and *only* No-Frost Gas Refrigerator. It has the modern built-in look, plus today's most wanted features, just right for the all-gas kitchen. IceMagic®, the exclusive automatic ice maker; the Jet-Cold* Shelf for faster chilling; the "zero-degree" freezer, and much more. It's a superb unit dealers sell with pride . . . the only thing like it on the market.

They're selling that wonderful gas dependability, too, plus gas economy and quiet operation . . . a combination which has tremendous appeal to people who want and appreciate true quality performance. There's so much to get your sales teeth into with the RCA WHIRLPOOL gas refrigerator . . . and a tremendous profit opportunity . . . *IF* you sell and promote it aggressively.

This is the type of product that can help add to your reputation *and* profits. Why not get *all* the facts from your RCA WHIRLPOOL distributor today!

*Tmk.

*Join up! . . . it's easier to sell
RCA WHIRLPOOL than sell against it!*



ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks ® and RCA authorized by trademark owner Radio Corporation of America

AUGUST 7, 1961



New Yorkers crowd Macy's Square fan department seeking relief from week-long heat wave that hit East in late July.

What Heat Spell Meant To The Eastern Stores

Ninety-degree temperatures returned to the East during the last days of July, long enough to bring a smile to the perspiring faces of many fan retailers and distributors who were facing the unhappy prospect of sitting on thousands of unsold units for another year.

The week-long hot spell, which wilted communities all the way from Albany to Washington, perked up more fan business than most stores had had all summer long.

This was the second heat wave to hit the area this summer. A short-lived period of sultry weather in June moved only a moderate number of fans. During the recent hot weather, however, Macy's New York, for example, reportedly moved \$50,000 worth of fans in one day.

But for most stores and distributors fan business was less spectacular. In the words of one fan rep, who described stores' sales as "controlled," fans "did not sell like gang busters." In the opinion of retailers, the heat wave came too late in the season to put more than a wrinkle in last year's figures.

Stores that sold out their inventories displayed extreme caution in re-ordering. For the most part,

Continued on page 24

Is The Heating Tray Market Limited To Gift Seekers?

As of right now, the answer to that question would have to be, "Yes." But, according to Lewis L. Salton, president of Salton Manufacturing Co., New York, it might not be that way much longer.

There's a gap of several millions of dollars between the market heating trays now have and the mass market Salton thinks they could enjoy. Dollars are needed to educate consumers to the virtues of food warming; to demonstrate to the buying public that food warmers are designed to be used not only when one is entertaining, but whenever one wants to prepare hot foods or beverages in advance of the time they are to be served. "When enough manufacturers are interested in spending their money along these lines," Salton said, "the food warmer business will get hot."

How big is the business right now? There are no figures available on last year's sales in the food warmer industry but, all signs point to the fact the industry is growing.

Besides Salton, the following companies all are in the food warmer business: Jaxton Manufacturing Co., Glens Falls, N.Y., Cornwall Corp., Boston, and National Presto Industries, Inc., Eau Claire, Wis., Club Aluminum had a model at the recent Housewares show and Corning Glass

Works has been test-marketing a new food warmer in key cities for the past two months. Just prior to the Chicago Housewares Show, there were reports Sunbeam Corp., and Westinghouse Electric Corp., were both getting ready to enter the business. Officials at Sunbeam and Westinghouse denied the reports.

Retail price cutting isn't the problem in the heating tray business that it is in other segments of the electric housewares industry. "In fact," Salton told EM WEEK "retailers usually are able to get pretty close to the suggested list price."

Retailers don't play the price football game with heating trays because of the limited size of the market and because manufacturers keep a close watch on distribution.

Will additional competition at the manufacturing level change the favorable price picture that retailers now enjoy? Salton doesn't think so.

"Going back to the educational gap that exists between the limited and mass markets, if newcomers in the business are willing to help narrow the gap by spending their share of the money to educate consumers, the volume of the industry should go up with no noticeable change in the retail price structure. If they're not willing to spend

the money," he continued, "they'll soon get fed up with the limited distribution and drop out of the business. That's exactly what has happened in the past."

"Heating trays or food warmers are really basic appliances," Salton said. "In fact, they're just as much basic appliances as toasters or coffeemakers but the problem is that women don't realize it. To the majority of today's home makers, heating trays are appliances that they only think about when they're getting ready to entertain or want to buy someone a gift."

Salton emphasized that the big problem facing the food warmer industry is how to convince the 66% of the people who buy heating trays only as gifts that they are not made solely to keep food warm. "In fact," the Hotray manufacturer explained, "the real function of the trays is to preserve the taste of the food. After all," he continued, "any stove can be regulated to keep food warm. But have you ever tasted food that has been kept warm this way for 30 minutes or an hour?"

Maybe heating trays do only have a limited market, but buyers are betting that that market will warm up during the next six months. Interest in the food warmers ran high at the recent Housewares Show.

Independent Show Attracts Few Buyers

New York's first Independent Housewares Exhibit moved into and out of the Hotel New Yorker last week without kindling much excitement among buyers. Buyers were so scarce, in fact, that the majority of the 96 hardware, housewares, glassware, and general merchandise exhibitors had plenty of time to wonder why so few buyers showed up.

Exhibitors and some of the few buyers attending the exhibit told EM WEEK that they thought the show was badly timed. "Last month there were two shows in Chicago," a wholesaler shrugged, "and next week there's the show at the New York Coliseum. How much excitement or enthusiasm can you expect?"

Jules Karel, director of the Independent Exhibit, admitted that he was disappointed with buyer attendance, but claimed that registrations would total about 2,000.

"This was just an experiment," Karel explained. "We used to hold our exhibit in Chicago after the National Housewares Manufacturers Show in Atlantic City hoping to pick up some Mid-western business. The plan this year was to pick up some Eastern business after the two Chicago shows." When asked if he planned to stage a similar show in New York next summer, Karel said he had "other plans" for next year.

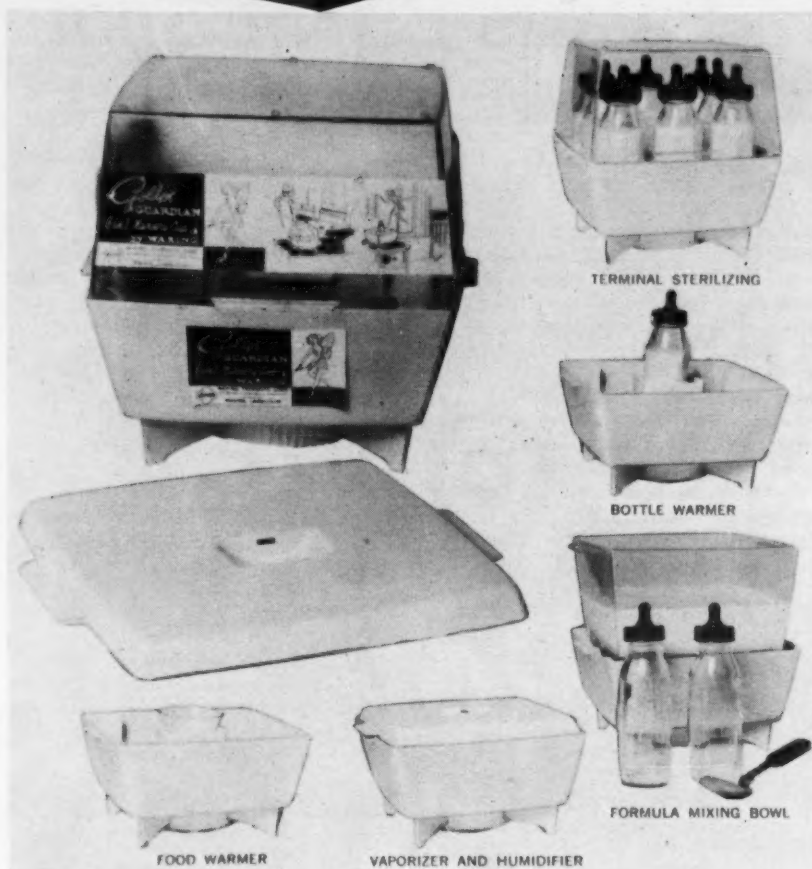
Eastern Housewares Show story, p16.

HOUSEWARES SHOWCASE

For other new products see p19.

EM WEEK
REPORTS ON

HOUSEWARES

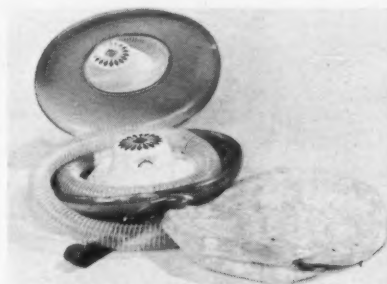


Baby Aid And Hair Dryer Introduced By Waring

The Golden Guardian, model G-61, is a six-in-one nursery aid that sterilizes and warms bottles, heats food, makes formulas, vaporizes and humidifies. It holds eight bottles and an eight-hour water supply. It shuts off automatically and operates on 115 volts, ac. Made of high impact plastic, the nursery aid is UL listed.

Suggested retail price: \$16.95.

The hair dryer (right), model DR-1, is equipped with luggage-style carrying case, and can be worn like a shoulder bag. The air-flow bonnet, with a floral pattern, is designed to fit over any coiffure. A mirror is mounted in the case.



The unit, equipped with a 115 volt, 60-cycle ac motor is UL listed. Base has non-mar feet. The storage case is dove gray accented in gold.

Suggested retail price: \$27.95.

Waring Products Corp., Winsted, Conn.



Toastmaster's Buffet Skillet

The stainless steel buffet-style frypan, model 802, is automatic and immersible. The 11-inch pan weighs 5½ pounds packed with model 12A1 probe.

A vented stainless steel cover, model 801-A2 is individually cartoned and weighs 2¼ pounds packed.

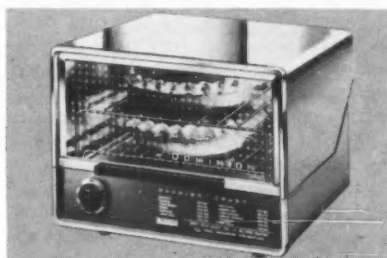
Suggested prices: Pan, \$22.95; probe, \$7.95 and cover, \$6.50.

Toastmaster Division, McGraw-Edison Co., Elgin, Ill.

Dominion's Portable Oven

This oven, model 2506, carries a suggested retail price of \$39.95. A caption in the July 17 issue of EM WEEK erroneously listed the unit's price as \$16.95. The company's oven-broiler, model 2515, has a suggested list of \$16.95.

Dominion Electric Corp., 150 Elm St., Mansfield, Ohio.



LAU BLOWER CO. MAY BE OUT OF THE HOME FAN

business by 1963. In a telephone interview, the Dayton, Ohio, electric fan maker's president, Tom Byrd, told EM WEEK: "We're studying this very seriously. We want to see how the 1961 season ends before we do anything. Unless there's a market for a quality line of window fans, we'll go out of the business."

Byrd blamed guaranteed sales, price cutting and air conditioners for the rough time fans have been having in the market. He also noted that Lau's business in the large cities for the past couple of years has been disappointing.

"There's really no big potential growth in the fan business," he commented. If Lau does decide to go out of the household fan business (it would still continue to make attic fans and industrial blowers) it'll sell out its inventory in 1962 "through normal channels in an extremely orderly manner." Byrd described present inventories as "modest." He said if there are price reductions—and this has not been decided yet—they would not exceed 20%. Byrd rejected the possibility his company would switch to manufacturing private label fans. "We don't intend to do that because we can't be competitive with dime store fans."

KNAPP-MONARCH WON'T BE SELLING electric blankets

any longer. The company is dropping blankets completely because they "don't lend themselves to an appliance manufacturer's operation." F. W. Stone, the company's sales manager, said the decision to drop blankets from the line was reached about six months ago. Knapp-Monarch went into the electric blanket business in 1948.

WANT TO KNOW ANYTHING ABOUT SPONGES? The

place to go is the Sponge Information Bureau at 139 East 35th St., New York. The bureau claims to have soaked up the facts, figures, market and research data and new product reports on all matters spongy.

TWO MOONBEAMS ARE TOURING THE COUNTRY.

That's the word from the Westclox electric clock manager, Jorge von Holstein. The company is using two giant (60x28 inch) displays of its Moonbeam silent alarm clocks as window displays in the country's leading department stores. According to Holstein, retailers have made reservations for the displays months in advance. One display is currently touring the eastern half of the country and the other the western half.

A NEW LINE OF TEFLON-COATED BAKEWARE will be

marketed this month by Laboratory Plasticware Fabricators, Inc., Kansas City. Named Happy Ware, the line will include a cookie sheet, cake pan, loaf pan and muffin pan. The four items will list from \$1.98 to \$2.98.

APPLIANCE-TV

COMPACT REFRIGERATOR SALES ARE WELL AHEAD

of last year according to both Gerald Caminer, vice president of Uropa International, and James Stark, president of Morphy-Richards. Caminer estimated that Uropa's sales, including private labels, were twice those of 1960. Stark said that Astral (Morphy-Richard's brand name) sales showed a healthy increase for the first six months and that indications were that July would break all records. Both were realistic in saying that the market, although growing, was still in its infancy. Caminer estimated that total sales of all compacts this year would be about 85,000 at an average price of \$149.95. ■

HOW TO COMPETE WITH DISCOUNT HOUSES is the theme of NARDA's seventh dealer school, now under way in Washington, D.C., and slated to run through the week. Representatives of Sears, Gimbel Brothers and some independent dealers will address the dealer-students. ■

"CAUTIOUS OPTIMISM" IS THE CONSUMER'S ATTITUDE according to the University of Michigan Survey Research Center's latest quarterly survey. Nearly half of those interviewed by the center felt it was a good time to buy cars, houses and large household goods. But plans to purchase major electrical appliances remained fairly low, especially among lower and middle-income groups. ■

NEW GOVERNMENT AIDS FOR RETAILERS and other businessmen needing financing are contained in a new "Guide to Current Techniques in Financing." The paperback book gives 10 methods of business financing to obtain more working capital. It can be ordered from Pilot Books, 42 W. 33rd St., New York 1, at \$2 a copy. ■

ADMIRAL IS USING TWO SUMMER PROMOTIONS to spur sales of 19-inch portable TV sets and its six-transistor Golden Eagle vest pocket radio. Purchasers of the TV set will get a free roll-around stand until Sept. 14; a gift pack consisting of carrying case, personal earphone, wrist strap and battery will be thrown in with the radio. Dealers will offer a Sheffield design TV snack tray to build store traffic. ■

WHIRLPOOL DROPPED ALL LIST PRICES on its home appliances. Jack Sparks, vice president of sales, said the move extends to laundry, refrigeration, and specialty products the same "open list" policy that Whirlpool has had for air conditioners and ranges.

Sparks said the company believes its lists reflected "true worth," but "... increasingly intense competition ... has had the effect of widening the gap between true worth and the going price." The move followed a similar one two weeks ago at Frigidaire and considerable prodding by the FTC (EM WEEK, July 31, p2). ■

In Air Conditioning: East Is Bright Spot

Dealer hopes were riding high for a hot, fast finish to a cool, slow room-a-unit year, as they rounded the turn on summer and headed for home—and juicy buy-back deals.

The pattern was fairly consistent last week as EM WEEK correspondents talked to dealers across the country: A cool peak season put the damper on sales—except in the East where a few late-July sizzlers cleared dealer floors. But retailers weren't going to be caught with their inventory pants down for two reasons: (1) they'd bought cautiously; (2) buy-back plans were more widespread and sweeter.

Best sellers were still low-priced, low-powered units in most areas. Prices were firm but low. The enchantment seemed to have worn off instant mounts. And there was little action in gimmicks like remote.

Here's how the room air conditioner business shaped up in seven key cities:

MIAMI—The season's significant trend here is to more powerful units, and it's reaping a better profit harvest for retailers just as sales begin to match last year's figures.

Charlie Rayfield at his father's Coconut Grove store conjectured that the big equipment "might cut unit sales, but profit is better." Fedders' 11 DH3L, 10.5-amp, 220-volt, 9,200-Btu unit is his best seller at \$229.95. People are trying greater cooling capacity units first, he said. "If they won't do, they come back for a bedroom unit too."

Leo Hart of Tropical Tire & Appliances in North Miami Beach concurred: "Most larger equipment sales are first purchases." The fact is bolstered because G-E's 18,000-Btu, 12-amp, 230-volt model R192 is Hart's second ranking seller at \$349.

Carry-over concerns few dealers, since they played it close this year. And unusual buying opportunities or real price softening at the end of the season are not expected.

ATLANTA—Rocky sales and rock-bottom prices have been the bywords for this year's room air conditioner business in Atlanta. Charles Castleberry of Castleberry's, Inc., bemoaning his slow business said, "We bought only half as many units this year as we sold last year and we still have half of those left. I doubt that we will sell more than a half-dozen more units this year."

Castleberry's best sellers: 15,000- to 17,000-Btu units, priced around \$259. "There's been no switch in the mix or in the price from last year. But last year we had one air conditioner left over—this year we'll probably end up with about 30 units." But Castleberry's distributor will buy back half of the uncrated units in each model number.

Fred Bond, co-owner of Moyer Appliance Co., doesn't have a buy-back deal working for him. But he said it "isn't a problem since we buy extremely close to the vest."

His most popular model: An 8,000-Btu, instant-mount unit selling for around \$200.

Jim Owens, sales manager of Palmer Tire Co. in Macon, reported his sales also were in the smaller-sized units. But his business is off 35%

to 40% from 1960. "However, sales picked up in the last two weeks."

BOSTON—Room air conditioner dealers reported a strong upsurge in Back-Bay business in the past 10 days to two weeks. Reason: As always in the air conditioning game, a sustained heat wave. Now, Boston dealer sales for the year are on a par with or ahead of last year's.

Plug-in units selling in the \$200 to \$300 range were most popular, with prices holding fairly steady.

DETROIT—Dealers in this automobile mecca were buying room units one by one—and selling them the same day. Best sellers continued to be 7,000- to 8,000-Btu models—more than half instant mounts.

At Kelters Appliances, sales were running about half of last year's record. But prices were firm.

At Witbeck Household Appliances, the story was the same. But business had picked up a little in the past couple of weeks. A Witbeck man said carry-over would be as big or bigger than last year's, but he wasn't worried. "We have the same G-E buy-back deal as last year."

At Adams Appliance Center, Ed Adams said his sales were the same, "maybe a shade better than last year." But he figured the season was all over in Detroit.

DENVER—A spotty room unit season was fast drawing to a close in this Rocky Mountain area, where nights already were turning cool.

Ray Jansen, sales manager of Fred Schmid Appliance and TV, whose business this year was 25% better than last year's, said things had dropped off, "as usual," around July 15. He expected sales to lag until the end-of-season clean-up.

Jansen's best sellers: An Amana casement unit, model 100 CA2R, 9.5-amp, 110-volt, 6,600-Btu, instant mount at \$218, and a G-E full-width sash model, R441, 7.5-amp, 6,500-Btu, 110-volt unit at \$238.

Prices have been holding fairly well and Jansen didn't foresee any downward trend. "There's no evidence of any dumping here."

Jansen said he cleaned out his full stock last summer and expected he'd do the same this year. He has no buy-back or exchange deal.

Tom Crow, owner of A & A Appliance & TV, reported his business has been "a little better than last year—ever so slight, maybe 5%."

His best seller: Frigidaire's 110-volt, 8-amp, 8,300-Btu, sash window unit selling between \$200 and \$250.

SEATTLE—One of the few cities reporting a warm—by comparison—summer, Seattle couldn't say the same about room unit sales. It never has been much of a place for air conditioning, since it enjoys the natural variety. So, even though temperatures this summer reached the for-Seattle sweltering high-70s, dealers didn't move many pieces.

In fact, of four dealers interviewed, only one keeps models in stock. Burns & Carmichael, which stocks three models ranging in price from \$259 to \$324, reported it had sold more units this year than in

Continued on page 24



TAKE A GROWING FAMILY...

And you'll find a prospect for nearly every household appliance made. Count TV GUIDE's young marrieds (ages 18-34) and you'll find more read this magazine than any other in America today. How can you as a distributor sell them? Easy. One of TV GUIDE's 62 regional editions covers your sales territory. What's one good way to use it? The same way Westinghouse Appliance Sales does—by tying local dealers into national television campaigns with dealer-listing advertisements. The cost: competitive with your current newspaper schedule. The results: just ask W.A.S. in Cleveland and Philadelphia.

Best-selling weekly magazine in America



YOUR personal BUSINESS

Almost everyone enjoys a summer picnic—ants and flies included. But a picnic sometimes can end in sorrow or even tragedy, if a few simple precautions to avoid food poisoning are ignored. Are you planning to make up a hamper of sandwiches, toss it into the hot trunk of your car, and head for a beach or country park? When you haul out the hamper hours later, you may be setting yourself up as a glutton for some real trouble.

Insects can be stopped dead in their tracks by a breath of repellent. But the bacteria which cause food poisoning given several hours on a hot day, can sneak up on you, becoming your invisible companions. Here are a few suggestions which will help you leave them behind and avoid spoiling a picnic:

- Take along the ingredients for your sandwiches in their original wrappers and containers, and make up your picnic meal on the spot just before it's time to eat. If ham is going to be part of the fare, keep it in a sealed can until you're ready to use it. Ham spoils quickly on a hot day. So does potato salad. It's much safer to take salad ingredients along in sealed containers and do the mixing just before you are ready to eat.

- A picnic ice box is a great food saver, if properly used. It should be a well-insulated box, with a tight lid and plenty of ice. Items stored in the ice box should be chilled in advance.

- Stick to canned foods and sealed jars that can be opened just before using. Be careful about pastry, pies especially. Best bet for dessert: fresh fruits.

- If you're in doubt about the safety of picnic foods, just remember that you refrigerate edibles in your own kitchen. Then plan accordingly and the risk of a picnic spoiled by food poisoning will be cut to a minimum.



Why take a shot in the dark deciding about which health insurance policy is best? You can check on provisions of some 118 plans for health insurance with the help of a handy new publication in chart form. It provides information on maximum payments, extra benefits, premiums, newest plans and the companies offering such policies. Write to the Health Insurance Institute, 488 Madison Ave., New York 22, N.Y., for its "Report on Guaranteed Lifetime Health Insurance—For Persons Over 65—for Persons Under 65."



Are you driving more now, but enjoying it less? Avoid some of the chief causes of mechanical breakdowns by paying attention to the condition of your car as well as your driving habits. When you hit the road during these muggy summer months, remember that your car can become as overheated in slow-moving traffic as you can, and if you're not careful you'll find yourself sitting on the edge of a hot expressway getting hot under the collar while you wait for your car to cool off. Such a fate can be prevented by taking these simple precautions:

- Check water levels in the battery and radiator more frequently than usual. Be sure the cooling system is in good shape and anti-freeze has been drained.

- If you're inching along in bumper-to-bumper traffic, you can avoid rising temperatures by racing the engine moderately at two-minute intervals.

- Make certain your brakes are properly adjusted. You should use brake fluid which will withstand high temperatures. And don't forget to check tire pressure from time to time, making sure you do it when the tires are fairly cool.

- If you run into a vapor lock, be patient. If gasoline vaporizes before it reaches the carburetor, it may block the fuel line and cause the engine to stall. A short wait, without stepping on the starter, is usually all that is required. You'll only run down the battery if you try to start your car again without waiting.



"Leave it to Polk Brothers."

A DEALER SALESMAN SAYS



It's Not Easy To Do Favors For Friends

The toughest thing a friend can ask from you is to buy him merchandise. This is because nine times out of 10 he is looking for the best possible price; what is a terrific deal to you can look like a holdup to him if he goes out shopping the appliance houses.

I, therefore, make it a policy to turn thumbs down on all requests from friends and relatives for merchandise. All except my next-door neighbor, Malcolm, whose wife and mine are chummy like only a canasta clique gets. For years, he has tried for the low, low price through me.

It begins when he moves in and we become acquainted. Soon as he learns I am in the business, he announces he is in the market for an Acme TV which is the hottest set out and maybe I can get him one. He comes down to the store and picks a model out. Then he asks me what the price is.

I figure I will have to work real close since he lives beside me so I speak to my boss who lets me give Malcolm a price that comes to just \$20 over cost.

"I will let you know in a few days," Malcolm says. A couple of nights later, Malcolm beckons me into his house. In his eye, I note a wicked gleam.

"I just bought an Acme from a discount house," he announces, "for \$15 less than you wanted." I go in to see the set. It looks like the prototype of the one Malcolm selected at my place. I look in the back of the set. The model number proclaims it is two years old. I keep my mouth shut so Malcolm can live at peace with his spouse. Besides, now he will not bother me for merchandise again.

I am so right. He keeps giving more business to this discount hole-in-the-wall near his office. Naturally he makes sure to let me know of each buying coup he scores. Like the two-band Oriental radio he manages to procure for only \$42. Dealer cost on said item is \$20. I still play dumb and do not disillusion him. But one day he again decides to favor me with a purchase.

He asks me for the price of the Imperial model of the Fastwhirl washer. I cannot get off the hook so I get him a price of \$242 which is very low. I am not surprised when Malcolm greets me that night, lip curling in contempt to tell me that his discount pal will give the same machine for \$227. This happens to be my cost. I say nothing to Malcolm but I call this dealer to order one for myself.

He informs me that he is only selling the one piece to Malcolm at that price as a favor because he is such a good customer.

In a few days, Malcolm calls me into his house to see the new washer he has bought from his friend. Only I do not see the Fastwhirl he was talking about.

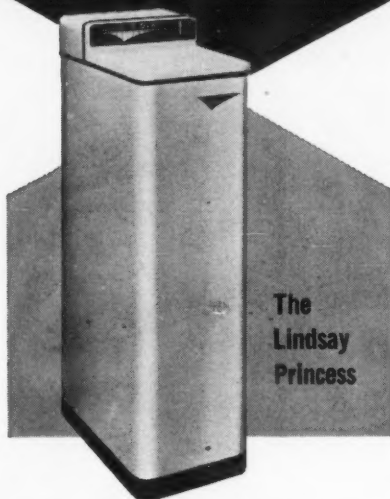
Instead there is a Zephyrking Deluxe with a backboard that has more lights than the Sunset Strip. "I decided not to take the Fastwhirl," Malcolm explains some very good reasons why this one is better.

I think I know one very good reason. "How much did you pay for it?" I query. (The cost of this model I know is \$228.)

"Only \$339," Malcolm rejoins gleefully, "I bet you couldn't beat that—personal favor and all!"

ABOUT THE AUTHOR—For reasons which will become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares here with you.

NEW 5-Point PROFIT Program with Lindsay Water Softeners



Now, without heavy stock investment, you can give sagging appliance sales a lift with a fast-growing home water softener franchise. Here's how The Lindsay Company will help you:

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Excellent Market Potential

The Lindsay water conditioner provides abundant rain-soft water for dozens of household and beauty uses; actually saves up to 80% on soaps and detergents. Many people have found Lindsay soft water saves them over \$115 yearly! The 12-inch-wide all-automatic Princess, in 5 different colors, is as attractive as any appliance in the home. A variety of semi-automatic models will round out your fast-selling Lindsay line.



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EM WEEK ASKED YOU

AN EXCLUSIVE SURVEY on television based on information gathered by EM WEEK from its readers will be a feature next week. You'll find out how your thinking compares with other dealers' on TV selling practices.

this agitator can increase your service PROFITS!



fits any RCA WHIRLPOOL automatic washer

It's different from all others . . . and it's available only as an FSP® part. You'll notice it has undulated vanes instead of the older type square vanes used on most agitators. This Surgilator* agitator creates "millions" of swirling water currents that deliver the exceptional cleaning power housewives have come to expect in today's RCA WHIRLPOOL automatic washers.

Always check the agitator!

Whenever you service an RCA WHIRLPOOL automatic washer, check the agitator. If you find damage, sell a new Surgilator agitator for the RCA WHIRLPOOL washer. You can even sell it if there is no damage. Most customers respond favorably when they learn about the effectiveness of this new type agitator. There's extra profit for you and extra satisfaction for your customers if you will check the agitator every call, and sell a genuine FSP Surgilator agitator.

*Tmk.



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"Big Daddy" means business.



THIS IS WHERE BIG DADDY LIVES. RONSON CFL 300 SHAVER, COIL CORD, COMPACT TRAVEL KIT, PRE- AND AFTER-SHAVE LOTION IN GIFT CASE. COMPLETE FOR \$29.50, (SUGGESTED RETAIL PRICE).

Now Ronson introduces the CFL 300—Big Daddy to all electric shavers. It has the thinnest shaving screen (for the closest shave). It has the biggest shaving area (for the fastest shave). It has a 36-blade Miracle cutter (for the closest, fastest shave). It has Super-Trim (for long hairs and sideburns). The CFL 300 "talks"; it crackles when it cuts, hums when it's done. Big Daddy is packed in a handsome gift case (doubles as a jewelry case) and comes complete with travel-size bottles of Ronson Pre-Shave and After-Shave lotion and a coil cord that stretches to 69 inches. The Ronson CFL 300 stays sharp for life with Ronson's Quick-Change kit (snap-in replacement blades and shaving screen). If you want more facts on this remarkable new Ronson shaver write:

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RONSON

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THIS IS THE RONSON "BIG DADDY" QUICK-CHANGE KIT (NEW SNAP-IN REPLACEMENT BLADES AND MULTI-BLADE CUTTER). BOXED TOGETHER. ONLY \$3.75 COMPLETE, (THE SUGGESTED RETAIL PRICE).

AN EM WEEK EXCLUSIVE

WHAT YOU NEED TO KNOW TO START YOUR SHAVER PROFIT PROGRAM NOW

EM WEEK's spec sheets on the next page contain complete data on the leading brands of electric shavers.

Use these easy-to-read tables for comparing your line with your competitors', for buying the line you like and for selling the features your customers will be looking for.

And use the information on this page to chart out your sales course ahead of time for the big fall-Christmas gift market just ahead.

PINPOINT THE SEASON

Shavers are generally fairly stable sales items all year long, but 60% of the business is done during the second half.

Minor peaks in the selling curve are registered around Mothers Day and Fathers Day, but Christmas is still the target to hit.

And the industry is already training its big guns on that target. Manufacturers are mobilizing their advertising budgets and massing their sales forces for what they hope will be the biggest second half campaign in the past few years.

KNOW THE INDUSTRY FORECAST

Though sales were slightly off during the first four months of this year, there was a marked increase in business during May and June according to all shaver makers.

Manufacturers are quite bullish as they predict that the industry will sell close to 6 million units again this year. Most of them estimate that the industry will register a 5% gain over last year.

Last year, for the fourth year in a row, electric shaver volume fell off. Total sales were 5.95 million units compared to 6.15 million sold in 1959.

1960 in fact, marked the first time that shaver sales failed to top 6 million units. The peak came in 1956 when 6.6 million units were registered by manufacturers.

SELL BOTH TYPES

Men's shavers won't be the only models in the fall-Christmas campaign, though manufacturers expect that they will make steady gains because saturation is low among consumers—about 40%.

But it's the women's shavers that are expected to make the real difference this season.

They held their own last year in the face of declining industry sales. And though there are no accurate figures available as to what percentage of the total shaver market they hold, the best estimates claim ladies' units account for between 25% and 30% of the total.

Every manufacturer who has women's shavers in his line will be using them as shock troops during the next six months. They'll be featured in advertising and promotion schemes because they represent the biggest growth potential in the industry. Saturation on ladies' units is estimated at a low 12%-15%.

WHAT ABOUT INVENTORIES?

From all reports, dealer inventories are lower going into the second half than they have been in the past four years.

Leading shaver makers told EM WEEK that retailers came out of 1960 with inventories in good shape. Cautious spring buying kept inventories low during the first half of this year. Consequently, you shouldn't encounter much resistance in the coming season from inventory overbalance or clogged pipelines.

CASH IN ON PROMOTION PLANS

The master strategy in the coming months, according to every major shaver manufacturer, calls for increased spending for shaver ads in national magazines, daily papers in key markets, television and radio.

Also, cooperative advertising budgets will be full enough to allow retailers to tie in with all the national ad flurry.

RECOGNIZE THE PRICE PROBLEM

The average manufacturer's suggested list price of shavers plunged to \$16.95 last year. In 1959 it was \$17.95. And the trend started in 1956 when average price fell to \$19.95 from 1957's even \$21.

Actual selling price, of course, has been footballed to anywhere from 10% to 25% lower than these averages.

Slashed prices have plagued retailers, they argue, ever since the mass merchandiser decided to get into the electric shaver act a couple of years ago. The discount operator and the retail drug chains, independent retailers cry, are the ogres who have cut shaver prices to the bone.

But the manufacturers don't see it exactly that way. They claim that the average retailer's stubborn adherence to a large-volume-low-margin philosophy is responsible for sagging prices.

Some manufacturers have tried several ways to get out of the woods: Setting a floor under suggested prices and withholding co-op funds are two routes often taken.

But no matter how retailers and manufacturers have tried to solve the problem, many are still lost in the price jungle.

A SOLUTION TO PRICE CUTTING?

Some manufacturers think they have one. These makers have introduced or have plans to introduce low-end additions to their lines in time for the fall-Christmas season.

They figure it this way: Low-end leaders will give the retailer a shaver model that he can promote in competition with the discounters, draw in the traffic and still maintain a good profit picture on the whole line.

Looking at it candidly, however, manufacturers are not overly optimistic about the quick death of the price problem at retail.

"This is an industry that simply doesn't enjoy much price stabilization at retail," one of them

pointed out. "And unless retailers are willing to cooperate with us and sell the low-ticket models at a promotional price and try to get near the list on the rest of the line, there isn't much that we can do for shaver prices this year."

Salesmanship will help, though, so . . .

USE THESE 6 SHAVER SELLING TIPS

(1) Put a mirror on your counter and encourage your men customers to try a shaver right in the store. For women customers, use the back of the hand gimmick, or better still, let them use a private, clean, curtained room or corner to try one out. Stress the decorator colors and the light weight.

(2) The two-week home trial, with or without a deposit, works. You'll be surprised at how few customers bring the unit back. Before you let a shaver go out, explain that it usually takes at least a week to become accustomed to an electric shaver. As an added touch, give each customer a free bottle of pre-shave lotion. It makes electric shaving much easier for beginners and the few cents it will cost you will be worth it if it cuts down on the number of returns.

(3) Did you know that better than 51% of college students shave electrically? Don't overlook the youth market. It's growing fast.

(4) Convenience and ease are still your best angles. Women and younger men will listen hard. Women don't like blades because they nick and cut. And the teen-age acne set, very self conscious about their appearance, can be convinced to give up blades in a hurry if you point out the no-nick feature of electric shavers.

(5) Advertising and window displays as well as your distributor's promotion kits are necessary. Tie in with national ads in your own displays.

(6) Even during the off-season months, always keep at least a small counter display on your main aisle. Both a women's and a man's shaver should be in reach at all times.

1962 SPECIFICATIONS FOR Electric Shavers

1962 Specifications for Electric Shavers

Model Number	Weight (in oz.)	Number of Heads	On-Off Switch	House Current	Battery Operated	Head Size (in ins.)	Head Adjustment	Speeds	Trimmers (a) sideburn (b) underarm (c) leg	Man's or Woman's	Cord Length (in ft.)	Colors	Mfr. Suggested Retail Price
BULOVA—Bulova Watch Co., Inc., Bulova Park, Flushing 70, N.Y.													
03, 05, 08	10	1 (1)		AC		2x1		1	a	M	5	Coral, Charcoal, Grey or Ivory	\$22.50
(1) Six Cutters.													
NORELCO—North American Phillips Co., Inc., 100 E. 42nd St., New York, N.Y.													
SC7870	24	2		AC/DC		7/8x2 1/4	Self Adj.	1		M	6	Beige & White	\$29.95
SC7914	20					3/4x1 7/8					6	Beige & White	24.95
SC7930	16				X						3 1/2	White Blue & White	19.95
SC7779	20				X (1)						5	Maroon & Grey	24.95
SC7788	20			AC/DC					b,c	W	6	Pink & Grey	24.95
SC7787	12	1		AC/DC		7/8			b,c	W	6	Pink	17.50
(1) Also plugs into auto lighter socket.													
REMINGTON—Remington Rand Electric Shaver Div. of Sperry Rand Corp., 60 Main St., Bridgeport, Conn.													
660	32	3	X	(1)	X (2)	2 1/2x5/16	Roller Combs	1		M	7	Ivory	\$35.95
659	28.8			AC/DC							5		26.95
695-12-110	17.9										4 1/2		28.95
695-6-110	17.9										4 1/2		28.95
695-50	28.8										5		28.95
261	20.8	2	X	AC		1 1/4x3/8			b,c	W	7	Orchid	18.50
262	20.8	2	X	AC		1 1/4x3/8			b,c	W	7	Blue	18.50
263	20.8	2	X	AC		1 1/4x3/8			b,c	W	7	Gold	18.50
(1) Recharge on AC only. (2) Rechargeable energy cells last life of shaver.													
RONSON—Ronson Corp., One Ronson Rd., Woodbridge, N.J.													
84801	12	1	X	AC (1)	(2)	1 1/16x1 1/4		1 (3)	a	M	6	White	\$29.50
CFL 300													
84701												White & black	23.50
CFL Mark II	10	1	X	AC (1)	(2)	1 1/16x1 5/8		1 (3)	a	M	6	Pink or Blue	19.50
84601	6	1	X	AC (1)		1 1/16x1 5/16		1	b,c	W	7		
(1) AC/DC available. (2) Via inverter. (3) 14,400 strokes per min.													
SCHICK—Schick Inc., 216 Greenfield Rd., Lancaster, Pa.													
10-66	11.8	3	X	AC/DC		2 1/16x1 3/8	X	3		M	5 1/2	White	\$31.50
10-66A	11.8	3		AC/DC	X (1)	2 1/16x1 3/8	X	3		M	5 1/2	White	33.75
100	6.2	1		AC		1 5/8x7/16		1	b,c	W	7	White	17.50
3	11.3	2		AC/DC		1 13/16x15/16	X	3		M	5 1/2	Grey or White	28.50
30	8.9	2		AC		19/16x15/16	X	1		M	5 1/2	White	12.95
80	8.9	2	X	AC/DC		1 13/16x15/16	X	1		M	5 1/2	Light Grey	22.50
63	6.2	1		AC		1 1/4x5/8		1	b,c	W	7	White	9.95
(1) 12 volt auto battery.													
SPARTUS—Spartus Corp., 2110 W. Walnut St., Chicago, Ill.													
Spartus-88	20	2		AC		1-3/16x3/8		1	b,c	W	5	Pink	\$ 5.95
Vanity-55	8	2		AC		1-3/16x3/8		1	b,c	W	5	Blue Pink Blue	3.98
SUNBEAM—Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50, Ill.													
555	11.4	1 (1)	X	AC/DC		2 1/16x1 1/4		1	a	M	5	White	\$32.50
444	11.4	3				2x1 3/16	Self Adj. Rollers		a	M	5	White	22.75
333-12AH	11.8	3		(2)	X	2x1-3/16	Self Adj. Rollers		a	M	5	Beige	29.50
LSM	11.4	3				2x1 3/16			b,c	W	7	Blue	21.50
LS5	5.1	2		AC		1 3/16x5/8			b,c	W	7	Pink Pink	13.95
(1) Three cutters. (2) Also DC, 120 volts.													
WAHL—Wahl Clipper Corp., Sterling, Ill.													
7100	10	1	X	AC	(1)	1 5/8x1/2	Flexible	1 (2)		M	5	Grey & Black	\$14.95
7201	10	1	X	AC	(1)	1 5/8x1/2	Flexible	1 (2)		M	5	Grey & Black	17.50
(1) Converter available for auto use. (2) 120 strokes per min.													
WEN—Wen Products, Inc., 5810 Northwest Highway, Chicago 31, Ill.													
66	10	1		AC/DC		1 5/8 (1)		1		M	5	White	\$19.95
(1) Diameter													

Here's an extra boost for THE BIG BUSINESS BOOM

Norelco®...AMERICA'S NO. 1 SHAVER

Here is how *Norelco* backs the boom for you!

1

A ROARING START in September with the spectacular "Roaring Twenties" over the ABC Network. Then in October, a "blitz" of weekend TV spots, building in intensity up to Christmas.

2

BIG-TIME SALVOS, from September on, with full pages in LIFE, LOOK, SATURDAY EVENING POST and others...with full-color spreads to explode just before Christmas. *More than 64½ million sales-producing messages for the Big Holiday buying season!*

3

STEADY BLASTS, week after week, in 175 metropolitan newspapers...*plus* 800 home-town dailies and weeklies.

4

A BIG BARRAGE of hard-hitting dealer ad mats in many sizes...to keep the Norelco B-O-O-M going in *your* store!

5

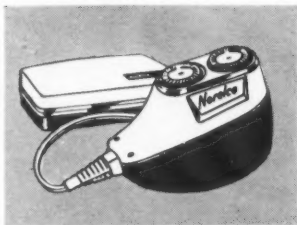
AND SALES-AID REINFORCEMENTS...for your windows and counters...designed to catch the eye—stop the shopper—build sales and profits for *you*!

6

The New Norelco SPORTSMAN—From September to Christmas, an *extra 12-publication campaign* in magazines like OUTDOOR LIFE, HOLIDAY and ARMY-NAVY-AIR FORCE TIMES.

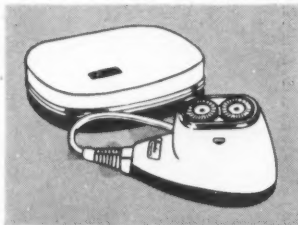
The LADY NORELCO and COQUETTE—During the holiday buying season, *another special campaign*, using 6 leading women's books: MCCALL'S, VOGUE, SEVENTEEN, etc.

And here's the famous line of *Norelco* Rotary Blade Shavers

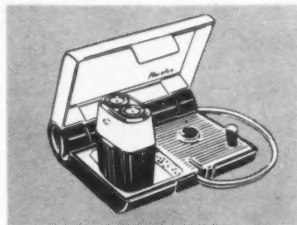


New 'floating-head' Norelco Speedshaver—Twin heads swivel to hug the face. 110/220 volts. New Model SC7870 (AC/DC). \$29.95* with case.

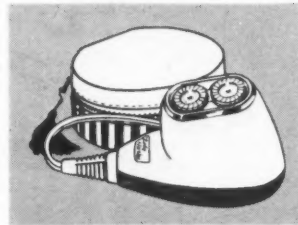
*Suggested Mfr.'s Retail Price



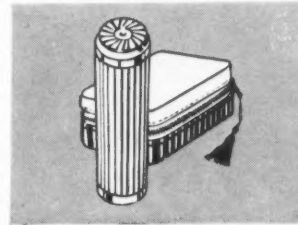
New Norelco Speedshaver® with 'flip-top' cleaning—World's largest seller. New Model SC7914 (AC/DC) 110 volts only. \$24.95* with smart case.



New Norelco Sportsman—Battery-powered. SC7930 \$19.95* (less batteries). *Special battery Sportsman with adaptor for boat or car use.* SC7779 \$24.95.*



Lady Norelco—Twin-head rotary action. Gentle to tender skin. In misty pink, with gray and gold. SC7788 (AC/DC) \$24.95* with smart case.



Coquette—Pretty, pink, perfumed! Shaped like a lipstick. Rotary blades. Easy to clean. SC7787 (AC/DC) \$17.50.* Chic Parisian travel case.

NORTH AMERICAN PHILIPS COMPANY, INC.

100 East 42nd Street, New York 17, N. Y. Norelco is known as PhiloShave in Canada and throughout the rest of the free world.



GETTING ACQUAINTED with New York Housewares Club member Herman Horowitz (left) and president Sidney Smith (third from left) are Ruth Hall and Hub Erickson.



SPEAKING to New York City Commerce Department group, Erickson sells ideas.

SELLING space to R. F. Goessling, Swing-A-Way, Erickson checks exhibit location.



READYING one of the nearly 200 exhibit booths of the first Eastern Housewares Show at New York's Coliseum are three employees of Weinman Bros., Inc., Chicago.

At New York's Coliseum

The Birth Of A Show

When the National Housewares Manufacturers Assn. last year announced the removal of its summer exhibit from Atlantic City to Chicago and left the heavily populated Eastern region without a housewares show, two new shows were quickly organized to fill the gap.

One of them, the Eastern Housewares Show, opens its doors today at New York's Coliseum, where close to 200 exhibitors will display their wares through Aug. 10. (See p6 for story on the Independent Housewares Exhibit, which opened last week in New York for the first time.)

The Eastern Show was organized by Ruth Hall and Hubbard H. Erickson, Jr., of Hall-Erickson, Inc., best known for its National Premium Show in Chicago.

It all started last summer when Hall-Erickson expressed the opinion that there should be a show in New York for the small housewares retailer who wouldn't be able to get to the big show in Chicago, and also for other buyers who wanted a "second look."

This is Mrs. Hall's and Erickson's first venture in the housewares field. EM WEEK thought its readers would be interested in seeing through photographs how a housewares show is organized from its inception to opening day.

Welcome

Housewares Buyers
to the first

EASTERN HOUSEWARES SHOW

... a true housewares show for the
industry ... in its number one market

NOW at the COLISEUM

Columbus Circle & 59th St.
New York City

Sponsored by
Department of Commerce & Public Events
The City of New York

SHOW HOURS

Mon. Aug. 7—10 am-6 pm
Tues. Aug. 8—10 am-6 pm
Wed. Aug. 9—10 am-9 pm
Thurs. Aug. 10—10 am-3 pm

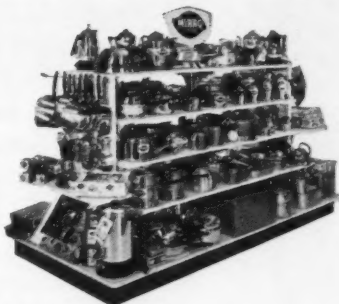
• You'll find new and interesting merchandise that will spark your fall and holiday business. Be sure to attend.

EASTERN HOUSEWARES SHOW

Hall-Erickson, Inc.
(formerly A. B. Coffman Associates)
Show Managers

PHONE: JUdson 2-8791

NEW LOW COST FLEXO-SPAN SELF-SERVICE ISLAND



with
"DIAMOND" PERFORATED
METAL SHELVING . . .

You'll enjoy
PLUS SALES—PLUS PROFITS
with NEW LOW COST
FLEXO-SPAN

Your merchandise becomes ALIVE with
BUYING APPEAL on Diamond Perforated
Metal Shelves.

- 300% more selling space than one flat top counter. You sell more because you display more.
- Unlimited Flexibility, raise or lower shelves every inch. Display merchandise of any size or shape.
- All Metal Flexo-Span should last the LIFE OF YOUR STORE. Use easy Snap-in hardware for glass binning.

WRITE TODAY FOR YOUR
FREE

Wholesale Discount Catalog
NEW LOW PRICES

ADD SALES CO.

802 York St. Manitowoc, Wisconsin

Jack Paar is selling DOMINION Hair Dryers...

Are you?

The Jack Paar Show • NBC-TV



Model 1805

Before you buy... be sure to see... Dominion's Seal of Quality
DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO



ELECTRICAL MERCHANDISING WEEK

Your greatest asset is
our quality performance!

NOW
laboratory &
use tested by
McCall's



Model
SHD-31



**New RCA WHIRLPOOL
disposer carries
this endorsement
to help you sell more!**

Women respect *McCall's Magazine*. That's why tags on RCA WHIRLPOOL food waste disposers headed, "Laboratory and Use Tested . . . Accepted by *McCall's*", will do a big job for you. Features *McCall's* checked are those customers seek . . . and *know* they'll find in an RCA WHIRLPOOL:

"Grinds and shreds . . . cooked or raw rinds, peelings, pits, bones and shells. Automatic reversing . . . frees and grinds jammed-in foods by reversing rotation of motor. Batch-feed . . . has large 1½-quart capacity; keeps fingers away from grinders during operation. Cover control . . . sets to GRIND, DRAIN or SEAL; sink is available for regular uses. Easy to install . . . in any standard sink with 3½" to 4" opening; no special electrical switches or connections required (subject to local codes)".

The whole sales story . . . by a respected authority!

**Ask your RCA WHIRLPOOL
distributor for details . . . now!**



CORPORATION

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of
RCA WHIRLPOOL
home appliances

Use of trademarks and RCA authorized by
trademark owner Radio Corporation of America



CASWELL SPEARE PUBLISHER

DALE R. BAUER ADVERTISING SALES
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Philip G. Weatherby, General Manager,
Home Goods Data Book; Robert J.
Tucker, Director of Creative Marketing;
Henry J. Carey, Director of Market Re-
search; Peter Hughes, Production
Manager; Marie Restaino, Production
Assistant.

DISTRICT MANAGERS:

NEW YORK: Philip G. Weatherby, San-
ford Wiedenmayer, 500 Fifth Avenue,
N.Y. 36, N.Y., OX. 5-5959.

PHILADELPHIA: H. Sherman Davis, 6
Penn Plaza, Philadelphia 3, Pa., LO.
8-4300.

ATLANTA: Raymond K. Burnet, 1375
Peachtree St., N.E., Atlanta 9, Ga.,
(Atlanta) 875-0523.

CHICAGO: Edward J. Brennan, Bruce
Tepaske, 645 N. Michigan Ave., Chi-
cago 11, Ill., MO. 4-5800.

DALLAS: John Grant, 901 Vaughn
Bldg., Dallas 1, Tex., RI. 7-5117.

DETROIT: Robert J. Scannell, 856
Penobscot Bldg., Detroit 26, Michi-
gan, WO. 2-1793

HOUSTON: Joe Page, W-724 Pru-
dential Bldg., Houston 25, Tex., JA.
6-1281.

LOS ANGELES: Noel Humphrey, 1125
West Sixth, Los Angeles 17, Cal., HU.
2-5450.

SAN FRANCISCO: Thomas H. Car-
mody, 255 California St., San Fran-
cisco 11, Calif., DO. 2-4600.

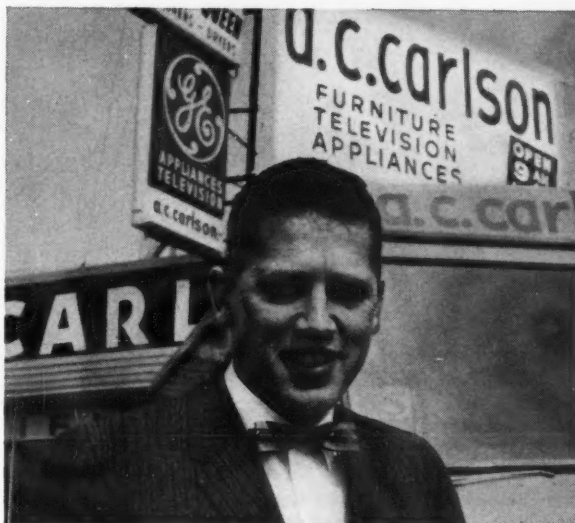
PORTLAND: Scott Hubbard, Pacific
Bldg., Yamhill St., Portland 4, Ore.,
CA. 3-5118.

"Our Yellow Pages advertising
recently brought in a \$600 order!"

says A. C. Carlson, owner, A. C. Carlson, Minneapolis, Minn.

a.c. carlson
6408 Penn Lake Road
(North Ave. Bldg.)
KELog 7-8401
General Electric
Appliances - Furniture - Television - Hi Fi & Stereo
Liberal Trades Easy Terms
Open Daily
9 am - 10 pm

Display ad (shown reduced) runs under WASHING MACHINES,
DRYERS AND IRONERS - DEALERS. Call the Yellow Pages man at
your Bell Telephone Business Office to plan your program.



"Many customers tell us how they found us, so we know
what a good job our Yellow Pages advertising is doing!"



"We depend on our Yellow Pages advertising to intro-
duce us to newcomers who have moved into our area."



"Our 12 listings under 5 different trade-marks help
bring in customers for the brands that we feature."



"Advertising under 11 different Yellow Pages head-
ings helps us reach prospects for every line we sell."



Display this emblem. It builds your business!

What makes **HOOVER** biggest in home-care appliances?

VALUE



Faith in Hoover workmanship is what presells customers before they enter your store!

You've heard of it happening. A woman buys a cleaner because its appearance appeals to her . . . then later trades it in for a Hoover Convertible. What happened was, her bargain beauty didn't live up to its looks. Its value was only skin deep.

With a Hoover, exactly the opposite is true. It not only has eye appeal, but lives up to its looks for virtually a lifetime. The reason? Inside that trim,

functional casing are all the engineering advances that come of 52 years of vacuum-cleaner leadership. Every part, down to the smallest screw, is true Hoover quality.

What this means to you is a growing number of presold customers . . . and fewer service problems to shave your profit margin. The Hoover Company, North Canton, Ohio.

HOOVER.

FINE APPLIANCES . . . around the house, around the world.



new products

WEBCOR: 1962 Model Line Introduced At Music Show

Webcor announces its 1962 model line which includes 33 models ranging from portable radios to console stereo radio-tape recorder-phonographs.

Transistor Radios: No. 307 has 6 transistors and operates on all AM frequencies. No. 306 is an AM-short wave radio with 6 transistors; No. 308 is an AM model with 8 transistors. No. 309, 8-transistor receiver, operates on AM or Airways/Weather bands, includes signal and battery life meter. No. 312, 8-transistor AM-Marine-Airways/Weather radio, has 3 antennas and a directional finder dial to signal on beam reception. Magnetic earphones, shoulder strap and leather case are included. No. 310 miniature AM-FM radio includes 9 transistors, leather case and earphones. No. 311 cordless house radio, 6 transistors, in white and gold, has a battery which lasts 1½ years.

Tape Recorders: The Webcor Compact, 13 lb. hi-fi tape recorder records and plays on all size tape reels, has dual track recording heads, wide range hand-held mike, record-playback-rewind control, record safety lever and neon record level indicator. Compact Deluxe hi-fi set has a single lever to control record, playback and fast tape transport, frequency range up to 12kc, record level scale, volume-tone control and slide synchronizer jack mounted on a new chassis. Viscount is a 3-speed model with numerical tape counter and synchronizer jack. Regent II is a 3-speed, push-button recorder with editing key, cathode ray recording level indicator, monitor, volume controls and synchronizer jack. The Royalite III records monaurally on all 4 tracks, is equipped for stereo, is push-button operated, has Synchro-Track, 2 speak-

ers, synchronizer jack, 2 and 4 track head adjustment for stereo tape playback and 4 track monaural recording, monitor treble-base and volume control. The Webcor Regent Coronet is a self-contained stereo recorder. It records 4-track stereo tapes, records monaurally on each of the 4 tracks, plays back 2 and 4 track stereo tapes, has 3 speeds, Synchro-Track, 2 ceramic mikes and 2 speakers. Auxiliary 2-section portable four speaker hi-fi system is extra. The aluminum Microcorder is a transistorized portable recorder. Push-button operated, 4½-lb., 2-speed, dynamic mike, dual track recording head, capstan drive, record level meter, leather case and recording tape come with set. Remote control attachment, earphone and converter for use with auto lighter plug, slide synchronizer which

will advance slides with recorded material are available.

Portable Phonos: The Melody is a monaural hi-fi model. The Lark is a manual set that plays stereo and monaural recordings. The Maestro is a monaural model which contains the Webcor diskchanger.

The Festival, Holiday, Holiday Deluxe, Coronet and President are stereo diskchanger models. Festival has dual channel stereo amplifier, 2 self-contained speakers and optional Stereo-Mate speaker system. Holiday's 2-speaker system is mounted in separate sound chambers; Holiday Deluxe has a more powerful amplifier, larger speakers and separate tone control. Coronet offers 3-channel stereo through 2 detachable wing speakers. President has 4 speakers and 18-watt dual channel amplifier.

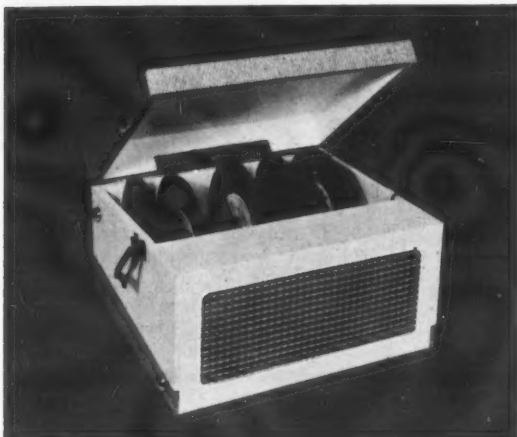
Consoles: Featuring Webcor 1068 chassis; Moderne, Italian Provincial, Early American, Traditional and Danish Moderne; choice of radios; selection of hardwood finishes. The Concerto is a 3-speaker set. The Metro provides full stereo in small rooms. The Galaxy comes in 55 in. wide Danish Moderne cabinetry. 5 speakers for 3-channel stereo, 2 and 4 tape playback and stereo diskchanger are features.

Prices: Portable radios \$29.95-\$79.95; tape recorders \$79.95-\$299.95; portable stereo phonos \$69.95-\$169.95; portable monaural phonos \$29.95-\$49.95; console phonos \$149.95-\$389.95; AM-FM console stereos \$259.95-\$479.95; Galaxy \$950.00; slide synchronizer \$49.95. Webcor Inc., 5610 W. Bloomingdale, Chicago 39, Illinois.



Webcor Regent Stereo-Life Stereophonic Hi-Fi Tape Recorder

Webcor Festival Stereo Mate



Webcor Compact Deluxe Tape Recorder

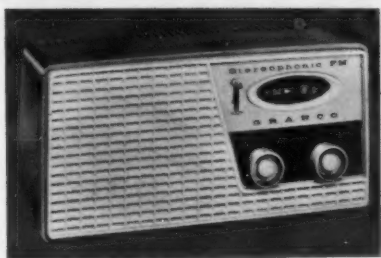


Webcor Festival Hi-Fi Stereo Phono



new products

CONTINUED



Granco FM Model

GRANCO Announces 1962 Stereo FM Line

Granco Div. introduces its 1962 line of FM, stereo FM radios and FM car radio converters. Line consists of 14 models—2 stereo FM re-

ceivers, 4 stereo AM-FM receivers, 1 stereo FM clock radio, 3 stereo companions, an FM car radio converter, an FM tuner and 2 additional table and clock radios which were introduced a short time ago.

New models feature Granco Auto G Coaxial tuner, afc, built-in linetenna and stereo-multiplex jack for stereo companion.

Stereo companion units are equipped with speaker, 2-tube stereo decoder and 2-tube audio amplifier.

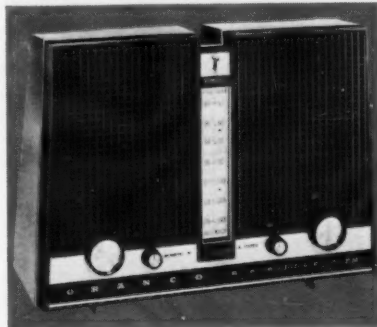
Top of line No. 809 is a self-contained stereo AM-FM unit with removable twin speaker enclosures. This set needs no further equipment to receive multiplex programs such as FM, etc.

It contains two 5w amplifiers stereo phono input jacks and is housed in a hand crafted cabinet available in three finishes: walnut,

mahogany, or teak hardwood veneer. **Prices** from \$29.95 for 903 to \$99.95 for 809 self-contained stereo with twin enclosures.

Granco Div. DuMont Emerson Corp., 14th & Cole Streets, Jersey City 2, N. J.

No. 809 Stereo AM-FM



ZENITH Shirt Pocket Transistor

Zenith announces Royal 50H, an all-American made, transistor shirt-pocket radio. It weighs 8¾ oz., with batteries, and is 4¾-in. high, 2 11/16-in. wide and 1¼-in. deep. It is built to play at normal volume up to 75 hr. on 2 standard penlite batteries. Set is said to operate up to 180 hr. before battery replacement is necessary.

A private listening attachment and custom design carrying case are optional at extra cost. Other features include a slim-style, high impact Duraperm cabinet, with metallic accents. Radio is available in solid white or black, or in two-tones that combine beige, Chinese red and charcoal gray colors with antique white. **Price:** \$26.95. Zenith Sales Corp., 6001 W. Dickens Ave., Chicago 39.

new! switch all-in-one to

ALL AT ONCE

all through the house!



NEVER BEFORE...

all three playing at the same time... in three different rooms from one StereoCenter!

WHAT A DEMO

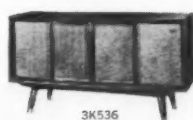
Stop traffic, start sales, win a full house of profits, with Olympic's "All-At-Once" StereoCenters! Easy as 1-2-3, you now switch on three features at once... from these built-in controls to your own remote speaker set-ups. You switch phono and radio from speaker to speaker! You switch sales and profits from ordinary combinations to these wonderful "All-At-Once" Olympics... adding room after room of the most completely desirable home entertainment ever offered... a new practical, economical, profitable, **exclusive** Houseful of Fun!

*diagonal measure



Model 3K535

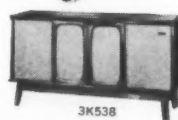
All-In-One, "All-At-Once" Olympic StereoCenter features 23" TV*, Stereo Phono, Monaural Phono, AM Radio, FM Radio, FM Stereo Radio, AM/FM Simulcast Radio



3K536



3K537



3K538

only from

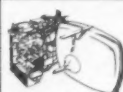
Olympic.

DIVISION OF THE SIEGLER CORPORATION



OLYMPIC FM "STEREOPLEX"

New full-sound FM Stereo now built into all Olympic AM/FM StereoCenters and Hi-Fi Consoles.



HAND-WIRED CHASSIS

Trouble-free! Power transformer, three IF stages, Keyed AGC.



DELUXE OLYMPIC BSR CHANGER

Precision crafted automatic 4-speed stereo changer with jamproof reliability.



PERFORMANCE PROVEN!

Dependable quality and fidelity add enduring values for dealers, customers.



HOFFMAN Radio

Hoffman announces a solar-powered radio which will work without batteries.

No. 709 has solar cells for daytime operation and batteries for night or inclement weather. The silicon cells are imbedded along the top edge of the radio. A switch on the side converts the set from battery to solar operation.

The case is available in black, ivory, turquoise or beige. It is only 5-1/8 in. wide, 3-3/16 in. tall and 1-9/16 in. deep. The set comes gift-packaged and includes a genuine leather carrying case. An earphone attachment with its own leather case is also a feature. Three replacement penlite batteries come with the radio. The suggested price is \$49.95. Hoffman Electronics Corp., Los Angeles, Calif.

THE SUCCESS MAKERS

In the appliance-radio-tv-housewares field a core group of retailers determines the success of any manufacturer's program. No other trade publication can carry your story to these Success Makers so well as EM Week — read by 30,000 retailers every Monday, for basic business information.

ELECTRICAL MERCHANDISING WEEK

A McGraw-Hill Publication ABC-ABP • 330 West 42nd Street, New York 36



BOUGHT AND READ BY MORE APPLIANCE-RADIO-TV-HOUSEWARES DEALERS THAN ANY OTHER TRADE PUBLICATION

new products

CONTINUED



MANESCO Dustless Range Hood

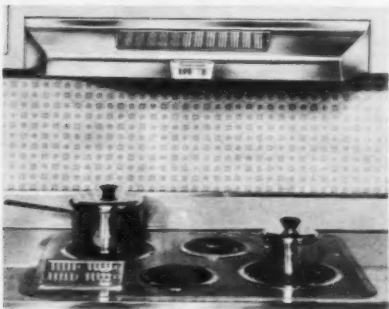
This new ductless range hood by Manesco removes all cooking odors, smoke and grease by filtering the kitchen air through activated charcoal and grease filters.

No wall or roof ducts are needed which means that installation problems are reduced.

No-duct range hood, No. MD-2, is constructed of spot-welded steel.

The charcoal filter can be reactivated by simply baking it in an oven while any detergent will clean the grease filter.

No. MD-2 comes in 8 sizes from 27 in. to 48 in. It is available in a choice of 9 colors to harmonize with any kitchen decor. *Manesco Inc., 605 Plandome Rd., Manhasset, N. Y.*



RANGEMASTER (No-Duct Hood)

No. 130 Rangemaster no-duct hood, complete with charcoal and aluminum filters, is announced by Aubrey. The new range hood is ready to install and comes complete with pre-wired unit with blower, filter, and enclosed light.

The charcoal filter traps cooking odors and stale air while fresh air is released through a top vent away from cabinets, reducing costly re-decorating. The aluminum mesh filter traps up to 98% grease and other impurities. Easily washed and re-installed, it is scientifically designed for thorough air cleaning and low resistance.

No. 130 comes in a wide range of colors, plus matching major appliance colors and special colors. It is available in 24, 30, 33, 36, 39, 40, 42, and 48 in. widths in 12 in. standard cabinet depth.

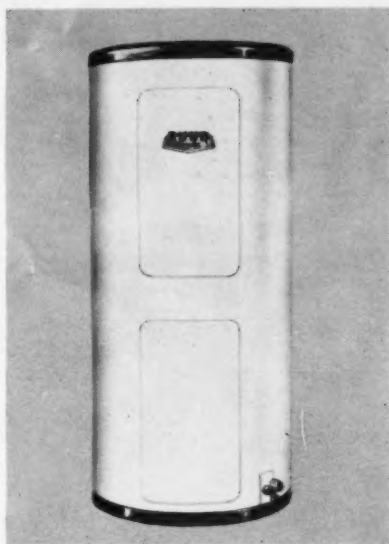
Also available is a matching wall adapter for free standing ranges which can be purchased separately or furnished as a hood-wall adapter package unit. *Aubrey Mfg., Inc., Union, Ill.*

RUUD Water Heaters

Four series of electric water heaters (a total of 35 models) have been added to the Ruud line. Two have galvanized steel tanks, and 2 are glass-lined.

All 4 series, galvanized Pacemaker, galvanized Master, Enameline Pacemaker, and Enameline Master, come in round and table top models.

All models may be obtained with regular or high-recovery capacities. Standard equipment includes single or double heating Nichrome imbedded in magnesium oxide elements sealed in seamless copper tubes; an anode rod; Fiberglass insulation and surface-mounted thermostatic control are features. *Ruud Mfg. Co., Kalamazoo, Mich., subsidiary, Rheem Mfg. Co., Home Products Group, Chicago, Ill.*



KING Kitchen Center

Where space is a prime consideration—in office, home, efficiency apartment, motel, institution or even on a boat—this compact King Kitchen combination unit makes an ideal kitchen center—a sink with refrigerator and freezer plus gas or electric surface range units.

The King unit is 30 in. wide, 24 in. deep and 36 in. high and is also available up to 50 in. in width.

The kitchen center has a 17-in. stainless steel sink. The range surface unit has 2 burners while its horizontal freezer holds ice cubes, with additional space for frozen foods.

A plastic inner door saves space in the main compartment by providing room for bottles, fruit, eggs and other dairy products.

PROGRAM?...POW!

SESSIONS Announces Great National Ad Campaign...

We'll reach MILLIONS OF READERS of the nation's top magazines—SATURDAY EVENING POST • LIFE • LOOK • SUNSET. Here's what they'll see IN FULL COLOR—these impressive, high-impact ads. Starting in home-redecorating time this fall . . . continuing into the big Christmas shopping rush . . . they'll see and respond to SESSIONS FASHIONS—YEARS AHEAD IN ELECTRIC TIME.



PLUS Dynamic New Image

And what a smart, modern product image to help you sell SESSIONS Clocks! Our new trademark radiates quality, progressive styling, product leadership. It provides shoppers with assurance that SESSIONS FASHIONS are truly YEARS AHEAD IN ELECTRIC TIME. Be sure you're stocked up and riding the bandwagon! For clocks, point-of-sale aids, or information, write to THE SESSIONS CLOCK COMPANY, Forestville, Connecticut.

SESSIONS

ELECTRICAL MERCHANDISING WEEK



The unit is available with or without sink and range sections. It may be ordered in various colors to blend with any decor. *King Refrigerator Corp., Glendale, New York.*

WELBILT Built-In Range Units

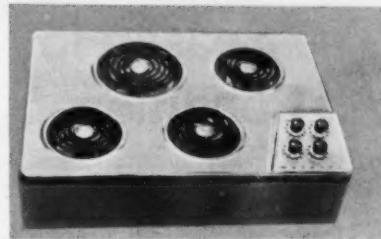
The 1961 electric Welbilt-In oven and surface unit line features new design and restyling with innovations.

The new electric "drop-in" 4-burner cluster has unified main-top construction. The 1-piece top has integral rings, aeration drip bowls and sanitary lip pressed into the top. Elements tilt up for easy cleaning; may be removed by a slight tug on bayonet connections. "Infinite" heat selector switches are provided. Brushed chrome finish.

The Welbilt-In wall oven and broiler has an automatic clock-control in several models. All wall oven-broiler units are in a larger "wide-oven" size with new styling. Come in brushed chrome or choice of copper-

tone, pink, yellow or turquoise porcelain enamel. *Welbilt Corp., Welbilt Square, Maspeth 78, N.Y.*

BUILT-IN OVEN BROILER



4 BURNER BUILT-IN

DUCTLESS Range Hood

A low-cost ductless kitchen range hood, which provides all the advantages of air purification by recirculation through activated charcoal and grease filters, is announced for the first time by Ductless.

"BD20," the new hood, is ruggedly constructed of spot-welded steel and finished in a choice of 9 colors.

The new model comes in 8 convenient sizes from 27 in. to 48 in. Two light bulbs provide even illumination below the hood. No ducts or wall vents are needed, so installation requires only 4 screws and an electric connection. *The Ductless Hood Co., Inc., 601 Plandome Rd., Manhasset, New York.*



PIONEER Water Heaters

Pioneer announces a table-top water heater, available in 30, 40 and 50 gal. sizes, which will fit flush with standard kitchen appliances.

Pioneer's table-top heater features a 1-piece porcelain top with back splash and a heat and acid resistant white enamel finish. An all-welded heavy duty glass-lined tank with magnesium anode for additional tank protection is another feature. The heavy cabinet is Fiberglas insulated to keep heat in and prevent the need for frequent re-heating.

This model is available with interlocking or parallel circuits, 220v, single phase. *Pioneer Mfg. Co., 3131 San Fernando Rd., Los Angeles 65.*



CLOCKS?...WOW!

DRAMATIC DECORATORS

The **BRIARCLIFF**—\$14.95.

The **DUXBURY**—\$29.95.

The **SHELTON**—\$9.98.

The **SOLITAIRE**—\$5.98.

The **FLORETTE**—\$6.98.

KITCHEN CONVERSATION PIECES

ALARMS WITH CHARMS

The **DOZE-MOR**—\$6.98—\$7.98.

The **CHALET**—\$5.98—\$6.98.

The **DOZE-ON**—\$5.98—\$6.98.

PANELESCENT

The **LIMELITE**—beauty by day ... Beacon by night, \$8.98.

9 NEW SESSIONS FASHIONS

...what smart and timely profit makers

Look 'em over—NINE BIG HITS of the summer trade shows, all sure-fire hits for your clock section. Take The **LIMELITE**. Soft, unique dial luminescence silhouettes objects in the dark. At \$8.98, it'll sell on sight! ... Take The **DUXBURY**. Elegant replica of English bracket clock. Unheard of value at \$29.95! ... Take The **DOZE-MOR**. Nifty number to wake to, doze to, wake to, etc. Priced for action at \$6.98! ... Take **SESSIONS** whole line. Model for model, price by price, **SESSIONS** keeps the jump on all others. This fall, **SELL BIG & PROFIT BIG WITH SESSIONS.**

©Trademark of Sylvania Electrical Products Co.

AUGUST 7, 1961

The Season In Air Conditioners

CONTINUED FROM PAGE 8

the last 15. Most of the sales were in the \$259 bracket.

Lib Tufaralo of Lib's Electric, whose neighborhood store would logically be doing room unit business if there were any, said he sold three units last year, only one so far this year.

Dan Zuber, appliance manager at the swank Frederick & Nelson department store, keeps two models on his floor, delivers from distributor stocks and reports sales just about the same as last year.

DALLAS—"Bow your head when you

speak of the dead," one Dallas dealer mourned his lousy air conditioner business. And heads were bowed all over the city, where dealers reported room unit business off from 35% to 75%.

A. C. McGowan, appliance manager of Ford Radio & Appliance Co., said his sales were "as three is to 13—the three representing this year's business."

"But business has been better the past couple of weeks. It has picked up about 20%, but this still falls way below normal."

McGowan's best sellers: The ¾-ton Amana with 7,000 Btu, 120 volts, regular installation, priced at \$187, and the 1½-ton Philco, 15,000 Btu, 220 volts, 10 amps, regular installation, priced at \$268.

This low-powered, low-priced unit sales pattern is a switch from last

year's, when McGowan sold more 12,000-Btu units than 7,000-Btu units. His reason: "People are buying auxiliary units this year to get along with. The summer is still cool enough that they just don't get pressure from the heat."

McGowan was happy with his buy-back deals this year. Why? Because most of his stock has some sort of a buy-back arrangement on it and "since we didn't have this last year, it's a heck of a lot better for us."

A. M. Reynolds, sales manager of H. Boedeker & Sons, said he had no buy-back deals going for him. And he was expecting a 25% larger room unit carry-over, compared with last year.

Reynolds had a short word for his business: "It's doing no good. Because of abnormally cool weather

during the buying season, we're down about 75%."

Boedeker's hadn't experienced any increase in business during the last couple of weeks. "It's holding steadily at the bottom," Reynolds said.

His best seller, "the best of our bad sellers," has been the AI-150 Frigidaire, 1½-ton, 15,000-Btu, 10-amp, normal window installation unit, priced at \$258.

A third dealer, who didn't want to be quoted, had his gripes too: "Business has been disappointing this year, or, in other words, it stinks. Compared with 1960, we're down about 35%."

As for carry-over, it looked to be worse than business, "about double last year's." But he expected pricing to remain steady "in good brands. Mathes is a tax write-off, and they're dumping. The only price cuts will come in liquidations, people who are getting out of the business."

CHICAGO—Air conditioners simply haven't made it in the Windy City this summer. But dealers haven't given up hopes that the temperature will pass the magic number of 90 and clear out their stocks.

What sales there have been are in the smaller, lower-priced units—quite often instant mounts. But that's a normal pattern for Chicago, where renters and apartment dwellers dominate the market.

Fred Trage, an owner of Trage Brothers Appliance Co. in Forest Park, outlined the general Chicago pattern when he said, "We didn't carry over too much from last year. And we got cleaned down in June when we had a couple of good weeks. But we can still use a lot more business to finish us off."

Trage was surprised at the amount of business he was doing in the 220-volt series. "We've been concentrating on the big ones this year." But he had to admit that the bulk of his business was still in the 1-hp, 7½-amp unit, which was priced like this: Fedders, around \$175; G-E, around \$160-\$179; Westinghouse, around \$185-\$189.

Trage didn't figure that prices would get soft. Reason: "They're too close to the bone now."

Mark Cassells of South Town Refrigeration Corp. represented a deviation from Chicago's norm: "I'm doing three times better in air conditioning than last year," he crowed. "Mostly in the 7½-amp jobs."

90° Days Move Fans In East

CONTINUED FROM PAGE 6

new purchases were limited to the needs of the day. One retailer who had cleaned out his fan stocks sent customers directly to his distributor to pick up their fans. A distributor, Dick Boscamp of Arrow Distributors, Mt. Vernon, N. Y., took the initiative during the hot spell, loaded a station wagon with fans and visited his stores, selling one or two fans at a time.

But not all people in the fan business are smiling. Lau Blower Co., Dayton, is seriously considering going out of the household fan business (See page 7). And one major New Jersey department store reportedly had written off the fan season before the heat wave and had shipped all its inventory back to its distributors.



A Frigidaire Dealer talks about his franchise...

No matter what subject Herman Platt focuses his attention or camera on, he brings to it the same vigor and drive which have made him merchandising manager of the major appliances department, The May Company, Los Angeles. Speaking as a veteran merchandiser of Frigidaire products, Herman sums it up this way:

"That Frigidaire Touch builds sales for me"

"It's the big and little differences, the extras my customers

get in any Frigidaire appliance that keeps them sold, brings them back for more. Makes Frigidaire easier to sell, too."

Yes, it's those Frigidaire differences prospects love in features, see in styling, feel in craftsmanship, and trust in engineering that make the Frigidaire franchise so valuable.



REFRIGERATORS • ELECTRIC RANGES • AUTOMATIC WASHERS • AUTOMATIC DRYERS • FOOD FREEZERS • ROOM AIR CONDITIONERS • BUILT-IN RANGES • DISHWASHERS • FOOD WASTE DISPOSERS • ELECTRIC WATER HEATERS • ICE CUBE MAKERS

Mid-Year Turn-Around

CONTINUED FROM PAGE 3

turer: "Everyone I talked to had good open houses. Dealers bought, and they bought in depth. And people are producing to meet the demand. The pipelines are filled.

"Now the goods have got to start moving at retail."

There's plenty of evidence that distributors and dealers are buying in quantity. Here's just a sample: The Du Mont Emerson Corp. reports television and radio shipments in June were higher than any June period for the past seven years. Distributor orders were up 112% in TV and 122% in radio over orders placed at the company's 1960 convention.

At Motorola, Robert W. Galvin, president, told stockholders that distributor orders for TV, radio and stereo merchandise topped last year's opening orders by 59%.

And Zenith's Leonard C. Truesdell was talking about second quarter orders that beat his company's mark for the same periods in 1959 and 1960.

Other executives mirror the same optimism. At Admiral, Ross Siragusa, Jr., vice president for sales of Admiral Sales Corp., said: "I'm pretty bullish about the last four or five months of the year.

"The current upswing in the economy hasn't entirely hit the consumer durable end, but with aggressive promoting I think the industry will sell 6.0 million television sets this year."

At the top of this pyramid of optimistic reports is a prediction that 6,220,000 television sets will be sold this year. That comes from none other than Frank Mansfield, the top numbers man in the industry and chairman of the Electronic Industries Association's marketing data policy committee.

Here's how Mansfield sizes up the situation: Current manufacturer, distributor and dealer inventories are at one of the lowest levels in the past six years (1.7 million at the end of May). During this same period, dealers sold 2,150,000 sets while the industry cranked out 2,180,000 units.

The going rate of sales for April and May, seasonally adjusted, has exceeded 7.1 million sets a year rate, Mansfield pointed out, and "inventories are probably much too low to support the inevitable demand for sets..."

This means that monthly production, which through May averaged only 435,000 sets, now must average 680,000 units per month for the rest of the year if the industry is going to hit Mansfield's 6.2 million prediction. If the industry doesn't increase production, Mansfield foresees a shortage of sets.

PEOPLE IN THE NEWS

Progress Webster Corp.—C. Kenneth Juno was appointed sales promotion manager for the company. He was recently manager of advertising operations for the commercial products division of Stromberg-Carlson.

General Electric—Gerald L. Phillippe was elected seventh president of the company. He succeeds Ralph J. Cordiner, who continues as chairman and chief executive officer. Cordiner has been acting as chairman and president since Robert Paxton retired as president last February. Phillippe was controller and principal financial officer of the company. Phillippe was also elected a director of the company.

George A. Bradford was appointed manager-marketing operation for the company's radio and television division. Prior to his appointment he was a consultant on advertising and sales promotion in marketing services for the company.

National Disposer—John Eberhard, Verne C. Laurence and Eric E. Mundt have been appointed regional managers for the North Central, South Central and East Coast areas, respectively.

Davega Stores Corp.—Leonard Ashbach, president and chairman of the board of Wilcox-Gay Corp., has been elected president and treasurer of the company. He succeeds Joseph Axler who resigned. Plans for a merger of the two companies have been announced.

Sylvania—Gerald P. Goetten has been appointed southern California district sales manager for Sylvania Home Electronics Corp. Previously



C. K. Juno
of Progress

assistant district sales manager, he succeeds Dean A. Hill who has resigned.



G. A. Bradford
of G-E

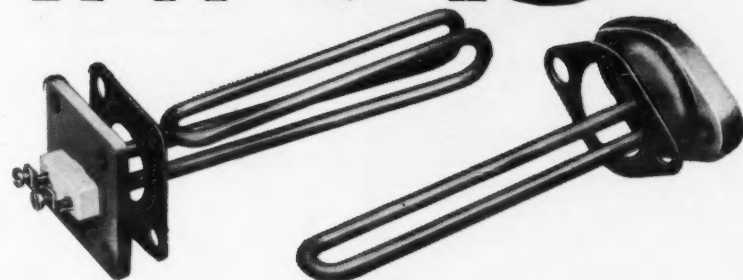
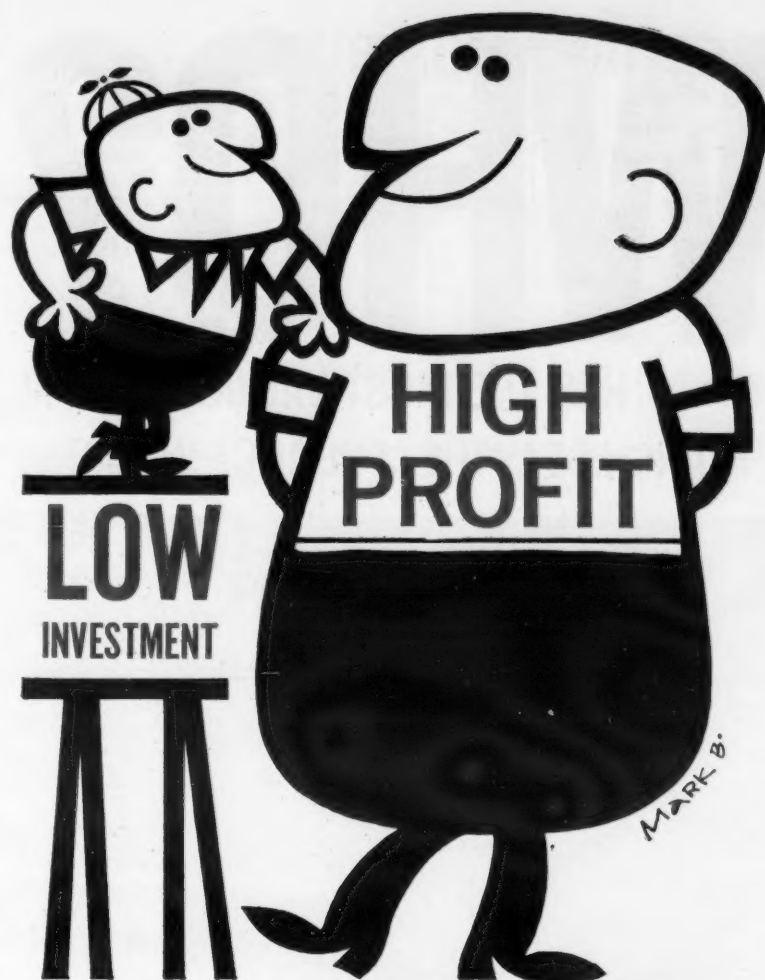
General Railway Signal Co.—Lannon F. Mead has been elected to the board of directors and executive committee of the company. He is president and chief executive officer of Regina Corp., a subsidiary.

Mancap Services, Inc.—Earl V. Sala has become president of this newly formed management service company situated in Columbus, Ohio. Previously he has held executive positions with the Bell Sound division of Thompson Ramo Wooldridge, Inc., and Crosley division of Avco Corp.

Casco Products—Lloyd F. Taylor has been named a vice president of the company, a subsidiary of Standard Kollsman Industries, Inc. He will continue to serve as executive assistant to the president.

Other appointments include Samuel J. Roumeles as vice president-sales for the automotive division and Roland J. Fernekes as director of engineering. Roumeles retains his position as sales manager for the division. Fernekes was assistant to the vice president of operations.

Allan Rhoades was appointed New England regional sales manager for the Lady Casco division of Casco Products Corp.



Go hand in hand
With CHROMALOX

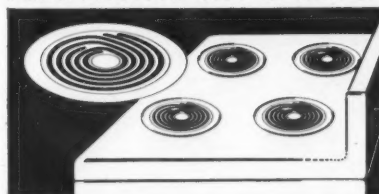
For simplified, quick replacement
of electric water heater elements

Only from CHROMALOX do you benefit from a single source of heating units and thermostats for home-type electric water heaters using immersion or wrap-around elements. That's right, CHROMALOX replacements fit more water heaters than any other line... even fit brands that are no longer made. Substantial dealer discount plus your installation charges means... low investment... high profit for you!

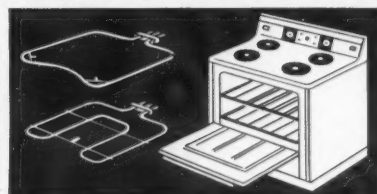
SEND TODAY for Bulletin M40101 for more details about trouble-free Chromalox replacement elements for water heaters, or Catalog M01100 for elements for water heaters and ranges.



PLUS PROFITS WITH OTHER CHROMALOX REPLACEMENT UNITS



MICROTUBE ELECTRIC RANGE UNITS
Fit all large and small openings on any electric range; heats in seconds.



OVEN REPLACEMENT UNITS
for all center-mounted elements of standard width ovens and broilers.



CHROMALOX
ELECTRIC RANGE UNITS

EDWIN L. WIEGAND COMPANY
7500 THOMAS BLVD., PITTSBURGH 8, PA.

WM-3

IN STOCK AT BETTER ELECTRICAL DISTRIBUTORS EVERYWHERE

WHO?

...HAS THE MOST VALUABLE RETAIL
FRANCHISE IN THE APPLIANCE INDUSTRY

...is represented at the factory by a Dealer Council, active appliance
dealers who consult and advise in matters affecting dealers

...has the backing (in writing) of a billion dollar corporation —
in a joint pledge of quality, honesty, and fairness to his community

...speaks directly to millions of prospects on network television —
paid for by a company that advertises its dealers...not just itself

...sells the washer that saves ½ the detergent and bleach



* Every other automatic on the market uses twice the detergent, bleach, and water for washing . . . giving Westinghouse Dealers the best economy story in the business. And the Laundromat® Automatic Washer has the exclusive Weighing Door and Suds 'N' Water Saver to save *more* on small loads.

Tumble Action provides more washing power . . . matching dryer dries faster at safe, low temperatures. For details on the industry's most valuable franchise, call your Westinghouse distributor . . . or write Dealer Development Dept., Mansfield, Ohio. *You can be sure . . . if it's Westinghouse.*

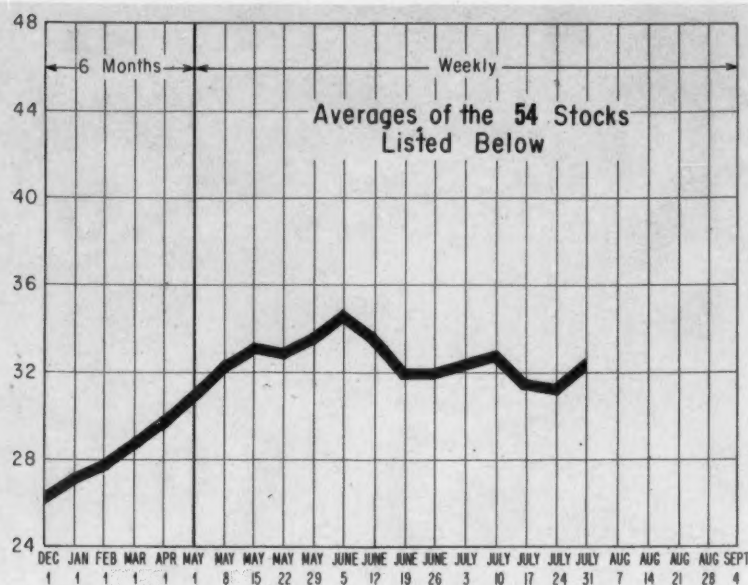
YOU!

WHEN YOU'RE A **Westinghouse dealer**

ELECTRICAL MERCHANDISING WEEK

TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1961 High	1961 Low	Close July 24	Close July 31	Net Change
NEW YORK EXCHANGE					
Admiral	15 1/8	10 5/8	12 3/8	13	+ 5/8
American Motors 1.20	21 1/4	16 1/2	16 3/4	18 1/8	+ 1 3/8
Arvin Ind. 1	28 1/2	20	22 1/2	24	+ 1 1/2
Borg Warner 2	43 5/8	35	40 7/8	41 3/4	+ 7/8
Carrier 1.60	49	32 1/8	46 1/2	41	- 5 1/2
CBS 1.40B	42 3/8	35 3/8	34 3/8	34 7/8	—
Chrysler 1A	49 1/2	37 3/8	43	49 1/2	+ 6 1/2
Decca Records 1.20	47 1/2	32 5/8	33 3/8	33 1/8	- 3/4
Emerson Electric 1BXD	87 1/2	50	72	79 3/8	+ 7 3/8
Emerson Radio .37T	16 1/4	11 1/8	13 1/8	13 3/8	+ 3/4
Fedders 1B	25 1/8	17 1/8	23 1/8	22 3/8	- 3/4
General Dy. 1	45 1/2	32 3/4	35 1/4	36 3/8	+ 1 1/8
General Elec. 2	74	60 1/2	62 3/4	66 3/8	+ 3 5/8
General Motors 2	49 1/2	40 5/8	46 1/8	47 1/8	+ 1
General Tel & El .76	32 1/2	25 1/8	25 1/8	25 3/8	+ 1/2
Hoffman Elec.	29 5/8	16 1/4	20 5/8	21 1/2	+ 7/8
Hupp Corp. .25F	11 3/4	8	8 1/2	8 3/4	+ 1/4
Magnavox 1	96 3/4	46	83 1/2	94	+ 10 1/2
Maytag 2A	51 1/2	36 1/2	48 1/4	48	- 1/4
McGraw-Edison 1.40	40 5/8	30 3/4	34 3/8	35 1/4	+ 7/8
Minn. M&M .60	87 5/8	70 1/8	78 1/8	76 3/8	- 1 3/4
Montgomery Ward 1	34 3/4	26 3/4	27 1/4	28	+ 3/4
Monarch .04	18 1/2	13 3/8	16 1/4	17 1/2	+ 1 1/4
Motor Wheel 1	20 1/2	11 3/4	13 3/4	13 3/4	—
Motorola 1	100	75 1/8	83 1/2	89 1/2	+ 6
Murray Corp.	30 5/8	26 5/8	27	26 5/8	- 3/8
Norris-Thermador	34 3/8	18	24	25 3/8	+ 1 3/8
Philco	25 1/8	17 3/8	20 3/4	21 7/8	+ 1 1/8
RCA 1B	65 5/8	49 1/2	56 3/8	59 1/4	+ 2 7/8
Raytheon 2.37T	43 1/2	35 1/4	36 3/8	39 3/4	+ 2 7/8
Rheem	23 1/2	13 1/2	17 1/4	17 1/2	+ 1/4
Ronson .60	23 3/8	12 1/8	19 3/4	19 3/4	—
Roper GD	25 1/2	16 3/8	22 1/4	21 3/4	- 1/2
Schick	14 1/8	8 1/4	9 5/8	9 1/8	- 1/4
Siegler Corp. .40B	34	26 3/4	27 1/8	29 1/8	+ 1 1/4
Singer	102 1/2	63 1/2	98	101 1/4	+ 3 1/4
Smith A. O. 1.60A	37 3/8	28 3/8	30 1/4	32 3/4	+ 2 1/2
Sunbeam 1.40A	54 1/2	45 3/8	53 1/8	54	+ 1/8
Welbilt .10E	7 1/4	4 1/8	5 3/8	6	+ 5/8
Westinghouse 1.20	50	40 1/8	41	43 3/4	+ 2 3/4
Whirlpool 1.40	34 3/8	27 1/4	28 1/2	29 1/8	+ 5/8
Zenith 1.60A	185	97 1/4	152 1/4	157 1/2	+ 5 1/4
AMERICAN EXCHANGE					
Century Electric	10 3/4	5 7/8	8 3/8	8 5/8	+ 1/4
Ironrite .25T	8 1/4	5 1/2	6	6 1/2	+ 1/2
Lynch Corp. 87T	12 3/4	8 1/4	11	10 3/4	- 1/4
Muntz TV	7	4	5 1/4	5 1/4	—
National Presto .60	31	12 1/4	19	18 1/2	- 1/2
Nat. Un. Elec. (Eureka)	4 1/2	1 7/8	3 3/8	3 3/4	+ 1/8
Pentron	8 5/8	2 5/8	5 7/8	6 1/8	+ 1/4
Proctor-Silex	9 1/2	5 1/8	7 5/8	8	+ 3/8
Republic Trans.	9	4 1/2	7 1/8	7	- 1/8
Travler Radio	7 1/2	4 5/8	8 3/8	8	- 3/8
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	6 1/2	6 1/2	—
Webcor	—	—	8 3/8	9 7/8	+ 1

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: The President's defense message on the Berlin crisis was reflected in gains by electronic stocks. The EM WEEK chart moved up 1 1/4 points over the trading period ending July 24 as heavier national defense expenditures became a sure thing. Chrysler, with a brand new president, moved up 6 1/2 points, reversing a downward trend,

to a new yearly high of 49 1/2. General Dynamics continued gaining to reach 36 3/8 and Emerson Electric rose 7 3/8. Both RCA and Raytheon gained 2 7/8 while Zenith, rising again after early July losses, rose 5 1/4 to reach 157 1/4. On the minus side Murray equaled its 1961 low. The "wait and see" attitude hampered any significant trends.

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES	111	108	115	3.48% down (April 1961 vs. April 1960)
appliance-radio-TV index (1957 = 100)				
RETAIL SALES	18.3	18.1	18.5	1.1% down
total (\$ billions)				
APPLIANCE-RADIO-TV STORE SALES	302	325	330	8.5% down (May 1961 vs. May 1960)
(\$ millions)				
CONSUMER DEBT + +	270	269	290	6.9% down (May 1961 vs. May 1960)
owed to appliance-radio-TV dealers (\$ millions)				
FAILURES	37	30	27	37.0% up (May 1961 vs. May 1960)
of appliance-radio-TV dealers				
HOUSING STARTS	118.7	110.3	125.0	5.0% down (April 1961 vs. April 1960)
(thousands)				
AUTO OUTPUT	75.2**	102.9**	107.0**	29.70% down
(thousands)				
PERSONAL CONSUMPTION EXPENDITURES	18.0+	18.3+	19.2+	6.3% down (4th qtr. 1960 vs. 4th qtr. 1959)
for furniture-household equipment (\$ billions)				
DISPOSABLE INCOME	357.1+	358.1+	347.0+	2.9% up (1st qtr. 1961 vs. 1st qtr. 1960)
annual rate (\$ billions)				
CONSUMER SAVINGS	28.1+	27.2+	23.7+	18.6% up (1st qtr. 1961 vs. 1st qtr. 1960)
annual rate (\$ billions)				
EMPLOYMENT	68,706	66,778	68,579	0.2% up (June 1961 vs. June 1960)
(thousands)				

*New index being used. Federal Reserve Bulletin (seasonally adjusted).
**Figures are for week ending July 29, and preceding week (revised).
+ Figures are for quarters.
+ + Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room	May	241,700	254,000	- 4.84
	5 Mos.	966,000	922,400	+ 4.73
DISHWASHERS	May	45,000	46,600	- 3.43
	5 Mos.	238,700	234,100	+ 1.96
DRYERS, Clothes, Electric	June	43,402	42,047	+ 3.22
	6 Mos.	277,470	312,328	- 10.99
	June	17,303	22,903	- 24.45
	6 Mos.	138,540	170,269	- 18.63
FOOD WASTE DISPOSERS	May	68,000	67,000	+ 1.49
	5 Mos.	311,800	318,800	- 2.20
FREEZERS	May	95,000	95,700	- 0.73
	5 Mos.	383,100	451,200	- 15.09
PHONOGRAPH SHIPMENTS	May	196,337	182,969	+ 7.31
	5 Mos.	1,239,347	1,539,171	- 19.48
RADIO PRODUCTION	Week July 21	226,257	149,147	+ 51.70
(excludes auto)	29 Weeks	5,626,000	5,579,332	+ .08
RADIO RETAIL SALES	May	745,616	548,322	+ 35.98
	5 Mos.	3,449,834	3,175,469	+ 8.64
TELEVISION PRODUCTION	Week July 21	111,100	70,528	+ 57.53
	29 Weeks	3,076,318	3,133,488	- 2.64
TELEVISION RETAIL SALES	May	391,467	334,283	+ 17.11
	5 Mos.	2,151,920	2,285,866	- 5.86
REFRIGERATORS	May	294,300	273,400	+ 7.64
	5 Mos.	1,332,900	1,499,000	- 11.80
RANGES, Electric, Standard	May	69,400	63,800	+ 8.78
	5 Mos.	366,500	376,200	- 2.58
	May	62,200	54,700	+ 13.71
	5 Mos.	279,200	288,400	- 3.19
RANGES, Gas, Standard	June	37,300	38,900	- 4.10
	6 Mos.	170,200	173,100	- 1.70
	June	131,900	127,600	+ 3.40
	6 Mos.	686,900	762,900	- 10.00
VACUUM CLEANERS	June	242,001	245,790	- 1.50
	6 Mos.	1,598,316	1,682,468	- 5.00
WASHERS, Automatic & Semi-Auto	June	239,107	206,687	+ 15.69
	6 Mos.	1,199,447	1,228,852	- 2.39
	June	65,188	70,268	- 7.23
	6 Mos.	324,518	373,854	- 13.20
WASHER-DRYER COMBINATIONS	June	10,318	9,812	+ 5.16
	6 Mos.	52,893	79,866	- 33.77
WATER HEATERS, Electric (Storage)	May	55,200	59,200	- 6.72
	5 Mos.	302,300	313,400	- 3.54
WATER HEATERS, Gas (Storage)	June	185,000	256,000	- 27.70
	6 Mos.	1,368,600	1,355,300	+ 1.00

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

"Part-time worker"

This is Ken Prokopy.

He services the washers of 917 satisfied Maytag owners in New Milford, Conn., and vicinity, but it takes only part of his time



Ken Prokopy is the Maytag Serviceman for the Prox Furniture Store in New Milford, Connecticut.

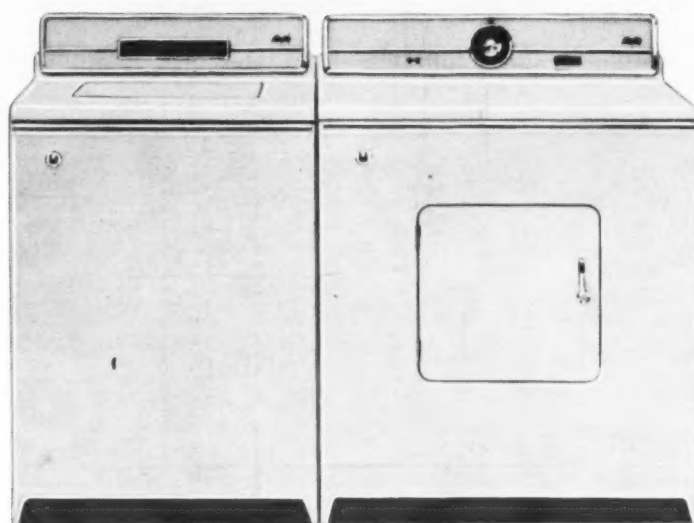
His boss, John Prokopy, works considerably harder than Ken does. John sells Maytag Automatic Washers. All Ken has to do is to take care of the service on 917 of them.

It's only a part-time job but Ken likes it and Maytag owners seem to like the service Ken gives them. One of them was a little put out last month because she had to wait 10 days until Ken could get a new part from the factory. The washer works fine now. Of course, as the owner says, it should. It's only a little over 35 years old.

John Prokopy figures out that what he loses on repeat business he makes up by savings in the Complaint Department. He says if we want to go on with our radical notions of turning out appliances that work for years after the last installment is paid, he'll string along with us.

If you get from this the idea that Maytag turns out a mighty dependable automatic washer, you've been with us all the way. With Maytag, your customers get every useful push button ever put on an automatic washer and, what's more important, it does what they want it to do, push after push after push. If you don't believe us, ask Mr. Prokopy, John or Ken.

The Maytag Company, Newton, Iowa



MAYTAG

the dependable automatics

